

Win more projects with the
**BUSINESS
 LIKELIHOOD
 INDEX**

WHY CAN THE BLI TOOL HELP YOU ?

- > Your time is too valuable to invest resources and efforts on projects that you cannot win or are too unlikely to obtain.
- > If you win less than 50% of your bids or proposals, this means that you are working for nothing for the other 50%.
- > Eliminating low likelihood projects early will free up time to convert high likelihood projects into sales.

ESTIMATE THE COST OF AN UNSUCCESSFUL SERVICE PROPOSAL:

- A= _____ The number of hours to develop a service proposal
- B= _____ The number of service proposals
- C= _____ Your current success rate (number of project won/total service proposal created)
- D= _____ Your average hourly rate

A x B x (1-C) x D = \$ _____ lost

WHAT IS THIS ?

- > In 30 seconds or less, the Business Likelihood Index (BLI) is an algorithm that calculates if the likelihood of winning a project is high enough to be worth your time.

During the webinar, participants will...

1. Explore the aspects that can help predict successful business outcomes;
2. Discover how the BLI tool works to predict the likelihood of closing the deal;
3. Use the tool with a real life case scenario.



WHO SHOULD ATTEND THE PROGRAM ?

- > Self-employed consultants and entrepreneurs.
- > Account Managers responsible for B2B business development.

WHO IS THE BLI EXPERT ?

- > **Marc Lalande**, CTD, CRP, a well-known performance consultant and savvy business developer.
- > His practice largely focuses on performance analysis projects.
- > Using the BLI, his company won more than 80% of projects which have been exposed to since 2009.
- > In the last 3 years, the BLI helped identify and win 92% of the projects for which a service proposal was developed.

WHEN SHOULD YOU USE THE BLI TOOL ?

- > Immediately after being briefed on a new project and qualifying that the project will be awarded.
- > Before investing time on a service proposal, the BLI confirms the odds of winning the project.



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HOW DOES THE *BLI* TOOL WORK ?

- > You score the project with 6 specific success factors, in 30 seconds.
- > Should the score provided by the *BLI* be under a specific level, the odds are too unfavorable to be worth your time and, you should stay away from it.
- > Should the *BLI* be over a specific level, the odds are quite favorable and, we won all projects that scored above 21/30.

WHERE CAN YOU USE THE *BLI* TOOL ?

- > With new and existing clients.
- > With new prospects and new projects.

Program delivery

The program is facilitated live via Web-conferencing. We get you started in one hour and you are immediately ready to go.

Included with \$300 registration fee

- A workbook to accompany the webinar
- A simple guide on how to use the *BLI* tool
- An electronic version of the *BLI* tool (Microsoft compatible)

Call us to register.

Credit cards accepted.



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