



Wish you could know what owners are thinking before submitting your SOQ for a project?

Now you can!

Did you know...

30% of owners say the best way for an AEC firm to establish a relationship with an owner is to set up a face-to-face meeting prior to the RFQ coming out.

48% of owners say a well-organized SOQ with all directions followed is the first thing they notice when reviewing a firm's SOQ.

70% of owners spend an average of 5-30 minutes reviewing each SOQ.

...and so much more.

The Truth Helps By: Danielle Feroletto, MA, CPSM

In this time of unprecedented competition to win work, your competitors are working on ways to be better, more persuasive and appealing. This prompted in-depth interviews with over 23 municipalities, public owners and 24 AEC firms to learn specifically what a winning team looks like, from the pre-sell through interview, and debriefs. This is a comprehensive approach to improving the current practices of your firm to increase your win rate on project pursuits.

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