

**COSENTIAL**<sup>®</sup>

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# **Empowering Your Business Development Team with The Only Solution Tailored to the AEC Industry**



## The AEC Industry Is Facing a Major Problem: Lack of Productivity<sup>1</sup>

Winning AEC firms know that their Business Developers are key players in building strategic relationships that accelerate growth – as long as they have the right technology to get their jobs done. Without them, they may:

- ☑ Toggle between too many logins
- ☑ Lose time being siloed by disjointed systems
- ☑ Lack the data needed to move projects forwards
- ☑ Struggle to leverage partnerships with contacts
- ☑ Wrestle with lackluster reporting and pipeline forecasting
- ☑ Miss out on updates while on the go

For market leaders hungry to go beyond the typical CRM, there's a growth platform that'll help boost your team's productivity:

**Consential's new Business Development Experience.**

## A Re-Invented Experience

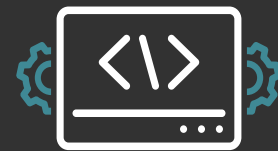
With Business Development Experience, teams can spend more time quickly accessing the data they need to power every lifecycle of an opportunity and less time chasing down information scattered across departments and systems.

### #1 Reason You Lose Out on Deals



Time

### #1 Reason You Win More Deals



The New Business  
Development Experience

The reimagined, innovative platform optimizes current capabilities that AEC firms using Cosential already enjoy while creating new ones:

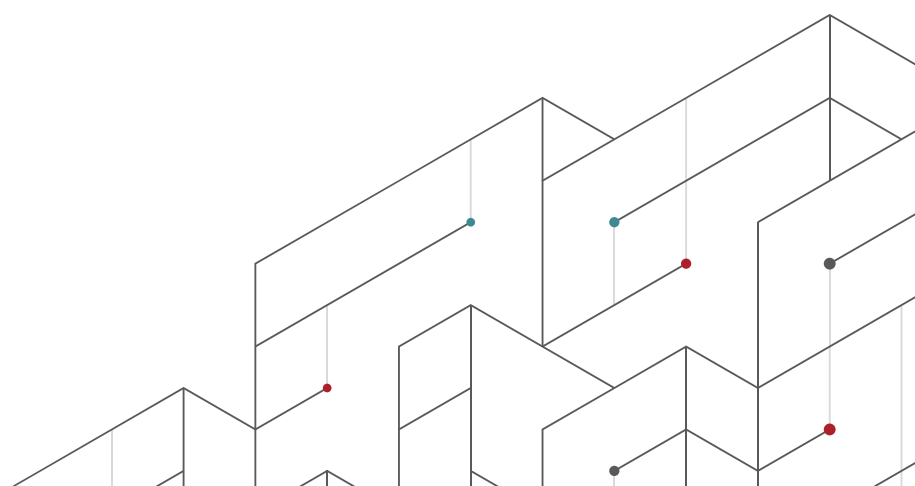
- ✓ Improved Cosential for Outlook
- ✓ New Cosential for Mobile
- ✓ Heightened Pipeline and Contact Data
- ✓ In-Depth Sales and Business Development Activity
- ✓ Powerful Proposal Management
- ✓ Connections to Financial Systems

# A Catalyst for Change

Tedious tasks slow progress. The New Business Development Experience supercharges it. Can you unlock that supercharged potential by ensuring you are able to check off all of the following?

- Update contact information any time, any place
- Receive CRM updates instantly and on the go
- Keep critical data in a single data source
- Conduct business straight from email and mobile device
- Enable Business Developers to use their preferred communication tools
- Enhance key contacts with essential data points
- Track and streamline all business pursuits tied to projects
- Manage and forecast pipeline straight from the inbox
- Understand which project pursuits make sense for your firm
- Accurately predict business revenue
- Align communication across departments
- Remove data silos to stop scrambling for answers

**AEC Firms Equipping Their Business Developers With The Right Tools Are 50% More Effective Than Their Competition<sup>2</sup>**





## Kickstart Your Growth

Your team needs an industry-specific, purpose-built solution made just for them to capture the correct data, become more strategic, and foster real business growth.

Learn more at [cosential.com](https://cosential.com)

Sources:

1. <https://www.economist.com/leaders/2017/08/17/the-construction-industrys-productivity-problem>
2. [https://cdn2.hubspot.net/hubfs/2287635/Campaign%20Assets%20\(Scratch\)/Accelerate%20Campaign/Landing%20Page/Executive\\_Brief\\_7\\_Winning\\_Practices.pdf](https://cdn2.hubspot.net/hubfs/2287635/Campaign%20Assets%20(Scratch)/Accelerate%20Campaign/Landing%20Page/Executive_Brief_7_Winning_Practices.pdf)

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