

# Building an Integrated Global RFP Support Team for a Europe-based Asset Manager

**40%**  
RFP win rate vs. 27%  
earlier

**92%**  
delivered 'completely  
accurate' first draft  
RFPs

**~96%**  
maintained response  
acceptance rate

**40%**  
reduction in RFP  
submission time

## CLIENT CHALLENGES

- The business development team of a top-20 global asset manager was looking to streamline its sales enablement process that primarily included the way the firm would respond to RFPs, RFIs, [DDQs](#), and [Consultant Database](#) workbooks. Besides tackling the challenge of large volumes, the firm was also looking for an experienced partner for guidance on industry-wide best practices. **Some other challenges that the firm faced were:**
  - Inconsistent RFP responses as the RFP process was separately managed by different internal business units and managers.
  - Lack of bandwidth to absorb cyclical volumes and increased demand from sales for customised proposals and mandates.
  - Lack of a sophisticated centralized database, issues with data quality, and coordination challenges with multiple teams, which together compromised quality of responses and resulted in delayed submission

## OUR APPROACH

- Conducted whiteboarding sessions to better understand the client's products, services, unique selling points, and brand proposition
- Set up an optimal team with the right mix of [asset management](#) domain, project management, and relevant expertise to improve process efficiency
- Identified and nurtured talent to build a team of inhouse strategy-specific RFP specialists
- Assisted the client in migrating to and maintaining a centralized RFP database
- Assisted the client in setting up a centralized RFP team to support business units in the US, EMEA, and APAC. This helped to maintain consistent RFP responses across regions

## IMPACT DELIVERED

- Engaged RFP SMEs at MAKs to train the team and implement best practices
- Took over end-to-end maintenance of RFP database and ensured its effective use, resulting in improved turnaround times and uniform responses

- Brought in our expertise in project management – acted as a single touch point in the RFP life cycle; coordinated with business partners, sales, client service and product specialists, and other stakeholders for required information. This substantially reduced RFP submission time
- Set up a strong governance framework to provide transparency and strategic guidance to the engagement

### **About Acuity Knowledge Partners**

*Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.*

*We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.*

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[contact@acuitykp.com](mailto:contact@acuitykp.com) | [acuitykp.com](https://acuitykp.com)

