

CASE STUDY

A Leading Insurance Company

For a Fortune 1000 Proposal Team, the numbers spoke for themselves.

A leading insurance company manages employee programs such as 401k and life insurance. They pitch their services to large corporate customers who make these benefits available to their employees.



The proposal group's function is to support a selling effort and owned the end of the sales cycle - producing and delivering RFP documents. This team measured success in the amount of proposals they were able to produce. **More Proposals x Win Rate = ROI.**

The proposal team shared their ROI calculation, which led to their internal business case for **replacing a time intensive, internal process, with Mimeo.** The numbers spoke for themselves...

