GROWTH | MAJOR PURSUIT SUPPORT

MAJOR PURSUIT SUPPORT: TWO WINS WORTH HUNDREDS OF MILLIONS

A global multi billion dollar service organization faced two high stakes pursuits, each worth hundreds of millions of dollars. It partnered with 4xi to move beyond canned pitches to a personal, emotive and customer centered experience.

CLIENT
Global service organization

AT STAKE
Hundreds of millions

4XI ROLE
Pursuit strategy and story

RESULT
Two of two won

THE CHALLENGE

- Conventional pitches and static presentations were not resonating.
- Diverse customer needs demanded a tailored approach.
- Financial and reputational stakes required a flawless presentation.

WHAT CLIENTS SAID

- Deeply impressed by the detail, care and personalization.
- A stark contrast to the canned approaches of competitors.

WHAT 4XI DID

01
RFP review
Priorities, decision drivers and pain points.

02
Personas
One for each main customer type.

03
Journey storyboards
How the solution delivers, step by step.

04
Story and video
Emotive language and a client film.

05
Presentation day
Scripted from arrival to follow up.

RESULTS

Both bids won, securing contracts worth hundreds of millions.

Stronger reputation as an innovative, client focused partner.

Aligned pursuit teams, confident and engaged.

Clients buy partners who understand them. Journey led storytelling and an immersive presentation turned two pursuits into two wins.