



WHITE PAPER

# 6 Ways to Win More Future Public Infrastructure Projects





# Table of Contents

What is Early-Stage Sales Intelligence?	3
Is Early-Stage Sales Intelligence Right For Your Company?	4
Benefits of Early-Stage Sales Intelligence	5
6 Reasons to Choose Early-Stage Sales Intelligence	6
Pairing Early-Stage Sales Intelligence with Other Types of Public Infrastructure Intelligence	9
Greater Collaboration Between Sales and Marketing	13
About Citylitics	15





# What is Early-Stage Sales Intelligence?

Sales Intelligence, especially in its Early-Stage, involves gathering and analysis of data to enhance the effectiveness of sales efforts.

Now Public Infrastructure Early-Stage Sales Intelligence enables business development teams to track opportunities well before they reach the RFP stage. Insights are gathered from a massive network of over 40,000 public entities, including cities, municipalities, counties and utilities, as well billions of public documents, like meeting minutes, agendas, budgets, capital improvement plans and more. This Intelligence reveals crucial data points which signal future infrastructure projects in several industries, including water, transportation, broadband or power.

## EARLY-STAGE FOCUS

Early-Stage Sales Intelligence is particularly crucial for:



**Lead Generation:**  
Finding and qualifying potential leads.



**Prospecting:**  
Gaining a deeper understanding of those leads needs to make initial contact more effective.



**Market Research:**  
Understanding the landscape of the market being entered.

In essence, Early-Stage Sales Intelligence equips sales teams with the knowledge they need to target the right prospects, with the right message, and at the right time.

The process of selling Public Infrastructure solutions varies based on your company's offerings. Different companies need to be made aware of specific sales intelligence at different stages of the sales cycle. A platform like Citylitics specializes in helping companies influence RFPs *before* they are released, while other services like Bid Tracker notify companies *after* RFPs are issued. This highlights the difference between proactive influence and reactive bidding in Public Infrastructure sales. Neither method is wrong. The real question is what method can best support your company?



# Is Early-Stage Sales Intelligence Right For Your Company?

Having the right sales intelligence can be the difference between winning big and missing out in most industries, especially in Public Infrastructure. There are many existing sales intelligence tools which promise to be the key to unlocking your next big opportunity, but which one is the right fit for your company's unique needs?

## UNDERSTANDING YOUR NEEDS

Before we dig into the specifics, it's crucial to identify what you're looking for in a sales intelligence partner:



**Proactive vs. Reactive - Influencing RFP Early:**  
Are you seeking to influence and educate future projects or simply respond to existing RFPs?



**Resource Availability:**  
How much time and manpower can you dedicate to analyzing data?



**Efficient Lead Generation:**  
Would leveraging insights to quickly pinpoint the most promising opportunities be helpful?



**Incumbent Information:**  
Do you track existing vendors and contracts or future Infrastructure projects?





# Benefits of Early-Stage Sales Intelligence

Business development teams who incorporate Early-Stage Sales Intelligence into their sales process also benefit from:



Sustained higher project win rates of 30-50% more than just using previous approaches



A tailored approach aligned with specific business development goals and intelligence needs



Deeper insights and understanding of specific customer pain points



Improvements over time with iterations made to search criteria



A consultative approach that allows for discussion around a bigger picture

Early-Stage Sales Intelligence fills a crucial gap by offering foresight into projects well before they reach traditional platforms, giving businesses the chance to shape the narrative and gain a competitive advantage.





# 6 Reasons to Choose Early-Stage Sales Intelligence

1

## Shift from Reactive to Proactive Selling

### **CURRENT APPROACH:**

Many sales teams rely heavily on platforms which provide information once RFPs are already issued. At this stage, competition is fierce, and the window to influence the project's scope is limited.

With Early-Stage Sales Intelligence platforms, teams can identify future projects 1 to 5 years in advance. This early insight allows them to start building relationships, educating potential clients, and influencing project requirements long before competitors even see the opportunity. By the time the RFP is issued, sales teams will already have a presence and strong influence over the decision-makers, reducing the need to compete on price alone.



### **NEW TACTIC:**

Shift the focus from responding to RFPs to engaging early with stakeholders, influencing project specifications, and positioning the company as a thought leader in the space.

2

## Longer Sales Cycle Management

### **CURRENT APPROACH:**

Platforms which focus on active projects with immediate needs lead to shorter sales cycles but often more intense competition for the same opportunities.

With Early-Stage Sales Intelligence platforms, sales teams can adopt a longer-term perspective, nurturing leads over several years as the projects evolve from early-stage concepts to formal RFPs. This extended relationship-building phase means staying in touch with prospects over a longer period, as well as offering ongoing education and support to help shape the project in favor of their solutions.



### **NEW TACTIC:**

Implement long-term nurturing strategies, such as continuous touchpoints, educational content, and relationship management, ensuring the company stays top of mind throughout the project lifecycle.



3

## Enhanced Relationship Building and Thought Leadership

### **CURRENT APPROACH:**

Typically, sales efforts focus on responding to RFPs and competing with other vendors based on price and features. Relationship-building often happens in the latter stages of the project lifecycle, when the client's needs are already well-defined.

With Early-Stage Sales Intelligence platforms early access to project intelligence enables sales teams to establish relationships with key stakeholders, municipal leaders, and decision-makers before they even issue an RFP. Companies can offer valuable insights and thought leadership during this critical stage, positioning themselves as trusted advisors rather than just another vendor.



### **NEW TACTIC:**

Sales teams can use the early intelligence to offer tailored recommendations and position themselves as experts in solving the specific needs of future projects. This builds trust and improves the chances of being selected once the project reaches the RFP stage.

4

## Targeted Outreach with Higher Conversion Rates

### **CURRENT APPROACH:**

Sales teams may rely on platforms to find contact information, but they often reach out to prospects after an RFP is issued, making it difficult to differentiate from competitors.

By identifying projects in their infancy, sales teams can engage stakeholders long before competitors are aware of the opportunity. Providing sales teams with the information to contact decision-makers with valuable project insight, leads to more meaningful conversations and higher conversion rates.



### **NEW TACTIC:**

Use early project insights to craft highly personalized outreach campaigns that demonstrate an understanding of the client's long-term needs and offer solutions well before the formal RFP process begins.



5

## Improved Forecasting and Sales Pipeline Management

### **CURRENT APPROACH:**

Forecasting and pipeline management often revolve around short-term opportunities identified through RFP-focused platforms. This can lead to fluctuating sales pipelines based on the immediate availability of opportunities.

With Early-Stage Sales Intelligence platforms, sales teams can build a stronger, more predictable sales pipeline by identifying projects years ahead of time. This allows for better forecasting, resource allocation, and a more balanced pipeline that spans both near-term and long-term opportunities.



### **NEW TACTIC:**

Combine Early-Stage Sales Intelligence platforms long-term insights with the short-term opportunities from other platforms to maintain a consistent and robust sales pipeline. Use data to predict future market trends and align resources accordingly.

6

## Shifting Focus from Transactional to Consultative Sales

### **CURRENT APPROACH:**

Sales often focus on transactional efforts—competing on price, features, and immediate project specifications—when responding to RFPs.

With Early-Stage Sales Intelligence platforms, sales tactics will shift to a more consultative approach, focusing on educating and advising clients long before they even write an RFP. By becoming involved in the early planning stages, sales teams can help shape the project requirements to align with their solutions, which reduces the likelihood of direct competition based purely on price.



### **NEW TACTIC:**

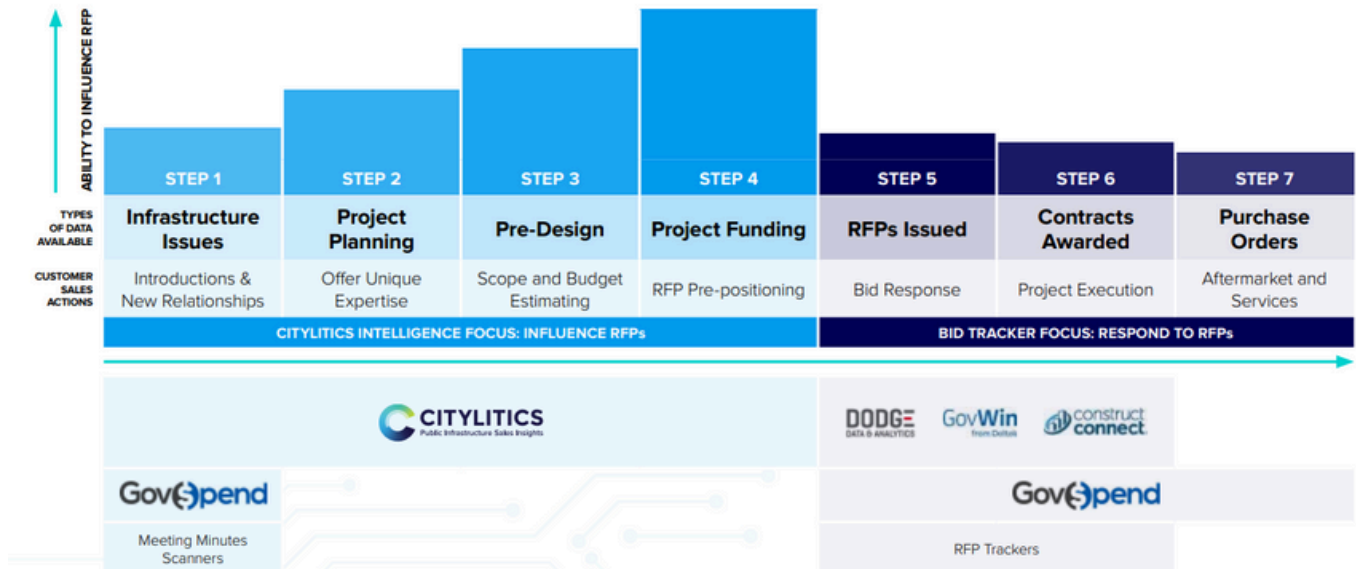
Approach prospects from a consultative position, establishing trust while the project details are being fleshed out. This allows companies time to create a better value proposition.





# Pairing Early-Stage Sales Intelligence with Other Types of Public Infrastructure Intelligence

Let's revisit the steps in Public Infrastructure Sales Cycle



The diagram above outlines the 7 Steps involved in Public Infrastructure projects, focusing on the ability to influence and respond to Requests for Proposals (RFPs). Each Step reveals more details about the types of data available, from infrastructure issues to purchase orders. Based on the data available, there are certain actions that customer sales should be taking, including introductions, offering expertise, scope and budget estimating, RFP pre-positioning, bid response, project execution, and aftermarket services.

To maximize RFP win potential, understand the optimal engagement stage. If your solution is novel and requires early customer education and specification inclusion, proactive engagement during pre-RFP stages (Steps 1-4) is crucial. Platforms like Citylitics can provide early insights into upcoming projects.

However, if your company's work focuses mainly on infrastructure operations and maintenance, and you primarily bid for existing contracts, then GovSpend may be a preferred solution. Citylitics can serve as a highly complementary platform to the others listed due to its focus on early-stage project intelligence, giving users a competitive edge by accessing opportunities 1 to 5 years ahead of an RFP being issued.



PLATFORM	HOW CITYLITICS ADDS VALUE	SYNERGY
ConstructConnect	<p>ConstructConnect focuses on providing detailed project documents and RFPs for immediate opportunities for both public and private sectors. Citylitics targets future public projects long before they reach the RFP stage. This allows companies to build relationships and influence decision-makers early on, helping them to be better positioned when the RFPs become available through ConstructConnect.</p>	<p>Citylitics can serve as a “lead generation primer” to get ahead of upcoming projects that will later be detailed in ConstructConnect’s database.</p>
Dodge Data & Analytics	<p>Dodge Data is highly valuable for accessing current and historical project databases, but Citylitics can identify projects in their earliest planning stages before they even reach Dodge’s radar. This pre-RFP insights allows companies to prepare and engage with stakeholders in advance, increasing their chances of winning the future RFPs tracked by Dodge.</p>	<p>Citylitics can help users target and influence projects well before they appear in Dodge’s large database.</p>
GovSpend	<p>GovSpend provides historic spend &amp; contracts, RFPs, and meeting intelligence. Great to understand spending, RFPs and current discussions. Combine with Citylitics for a full picture</p>	<p>Citylitics sets the stage for GovSpend by offering intelligence on projects years ahead, allowing businesses to be more effective in their later-stage RFP efforts tracked by GovSpend. A joint solution between Citylitics and GovSpend is available.</p>





PLATFORM	HOW CITYLITICS ADDS VALUE	SYNERGY
GovWin	GovWin focuses on federal contracts, incumbent information, and RFPs. Citylitics identifies future projects at their conception, providing Early-Stage Sales Intelligence on municipal infrastructure projects long before the RFP. By using Citylitics, companies can begin building relationships with stakeholders earlier, positioning themselves for success once these projects enter GovWin’s pipeline.	Citylitics’ Early-Stage Sales Intelligence is a strong precursor to the municipal RFP info provided by GovWin, offering users a more strategic approach to winning contracts in an environment that may otherwise prioritize the incumbent.
ontopical	Like Curate, ontopical specializes in municipal meeting minutes for identifying active opportunities. Citylitics provides insight into projects that may not yet be discussed in meetings but are in the planning stages, offering companies the ability to influence the conversation early.	Citylitics can enhance the meeting data insights of ontopical by flagging upcoming projects that will eventually be discussed, allowing users to track the lifecycle from early planning to public discussions.





Citylitics specializes in delivering long-term foresight, giving companies a distinct advantage by providing intelligence that allows for strategic positioning. When combined with other platforms that offer more immediate RFP and procurement data, Citylitics enables a full-spectrum approach from early engagement to closing deals.

Using Citylitics alongside traditional platforms will transform sales tactics from reactive, price-driven approaches to proactive, consultative strategies focused on long-term relationship-building and early engagement. Sales teams can adopt a more strategic approach in targeting future opportunities with tailored messaging and positioning themselves as partners in shaping projects, rather than just bidders. This shift will not only increase win rates but also improve long-term business sustainability.

## A 100 Year Old Construction Company Unlocks \$72M In Total Opportunities, Transforming Its Project Acquisition Strategy with Citylitics

Learn how to adapt to the ever evolving Public Infrastructure market.

[READ CASE STUDY](#) ▶





## Greater Collaboration Between Sales and Marketing

The separation of sales and marketing teams fosters siloed efforts, misaligned messaging, and a lack of shared understanding of the target audience, resulting in missed opportunities and wasted resources.

Conversely, by integrating these teams and utilizing Early-Stage Sales Intelligence, particularly “Intent Signals” from Steps 1 to 4 in the Public Infrastructure cycle, they can achieve powerful synergy. These Intent Signals, which reveal a potential customer’s active research, are key to aligning both teams.

### The Traditional Disconnect:

Traditionally, marketing focuses on generating leads through broad campaigns, while sales teams are tasked with converting those leads into paying customers. This handoff, often fraught with friction, can result in:

- **Misaligned Messaging:** Marketing campaigns may not resonate with the specific needs of prospects that sales encounters in the field.
- **Wasted Leads:** Sales teams may struggle to qualify and prioritize leads generated by marketing, leading to wasted time and resources.
- **Lack of Shared Insights:** Both teams operate on separate data sets, hindering a holistic understanding of the market and customer behavior.





### The Unifying Force:

Early-Stage Sales Intelligence offers a solution by providing a shared source of truth. By delivering actionable insights into future infrastructure projects, this Sales Intelligence enables both sales and marketing to:

- **Identify High-Potential Opportunities:** Providing information on projects in their earliest stages, allowing both teams to target prospects proactively. Marketing can tailor campaigns around these upcoming opportunities, while sales can engage with prospects before competitors.
- **Develop Targeted Messaging:** By understanding the specific needs and challenges associated with upcoming projects, both teams can develop highly relevant messaging that resonates with the target audience.
- **Improve Lead Qualification:** Early-Stage Sales Intelligence helps sales teams qualify leads more effectively by providing insights into project budgets, timelines, and decision-makers. Marketing can also use this intelligence to refine lead scoring and targeting.
- **Foster Collaboration:** A shared platform for sales and marketing to access the same data, facilitating collaboration and alignment.



### BY LEVERAGING EARLY-STAGE SALES INTELLIGENCE AND FOSTERING GREATER COLLABORATION, ORGANIZATIONS CAN ACHIEVE:

- Increased lead conversion rates
- Shorter sales cycles
- Improved customer acquisition costs
- Higher revenue growth
- Stronger brand alignment

Breaking down silos between sales and marketing is crucial for success. Early-Stage Sales Intelligence provides a powerful tool for aligning these teams and driving revenue growth. By providing a shared source of actionable insights, Citylitics empowers organizations to move beyond traditional sales and marketing models, and embrace a more collaborative and data-driven approach.





# About Citylitics

Gain Critical Sales Intelligence on Future Infrastructure Projects

## TRACK UPCOMING PROJECT OPPORTUNITIES ACROSS NORTH AMERICA

We help power your business with a data-driven competitive advantage by:



**Generating Early-Stage Sales Intelligence:**  
Identify project opportunities within the earliest stages, including infrastructure issues, planning, pre-design, and early design.



**Forming Deeper Prospect Relationships:**  
Engage in meaningful conversations with prospects with a full understanding of pain points and context ahead of time.



**Optimizing Sales Priorities:**  
Monitor existing opportunities and reengage with prospects at the optimum time based on new insights.



**Uncovering and Develop High Value Leads:**  
Execute strategic marketing campaigns with a shortlist of best fit public entities to support market growth and entry initiatives.

## Unlocking \$12M in New Opportunities for a Leading Public Infrastructure Software Company

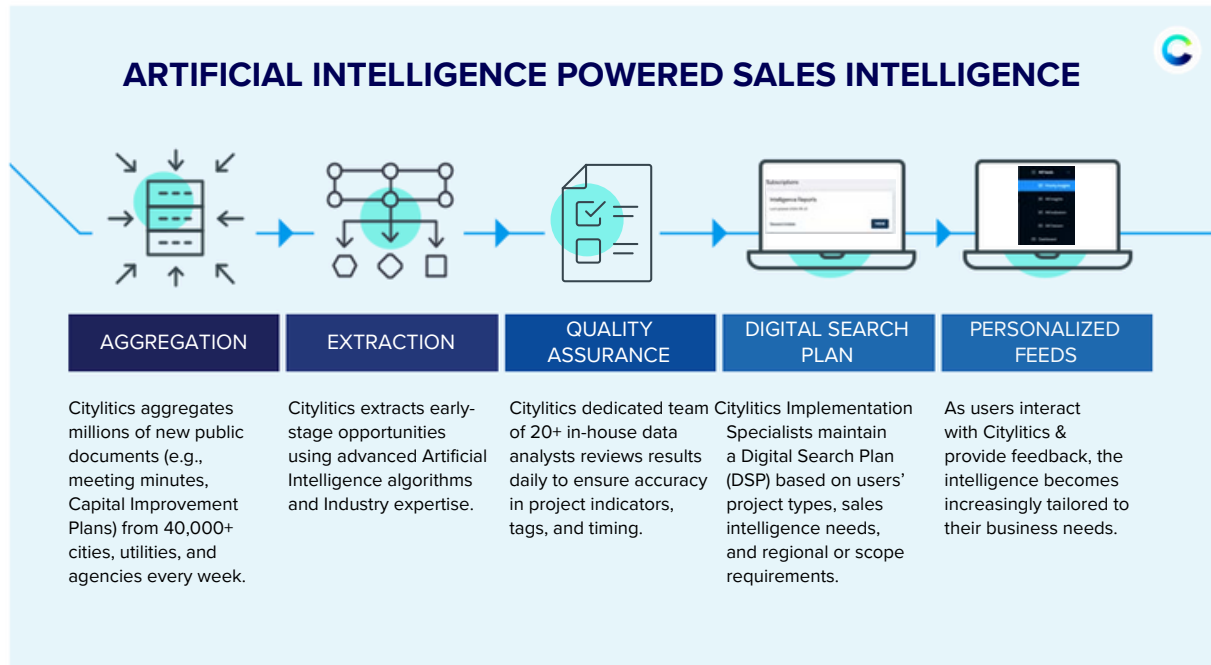
Learn how to influence decision makers early on and be in a pole position to win.

[READ CASE STUDY](#) ▶





By using sophisticated data aggregation and predictive indicators, we take millions of public documents from 40,000+ U.S. and Canadian cities to generate precise market intelligence that matches your specific business needs. Our Platform gathers intelligence from sources such as council meeting minutes, budgets, capital improvement plans, permits, infrastructure plans, and more.

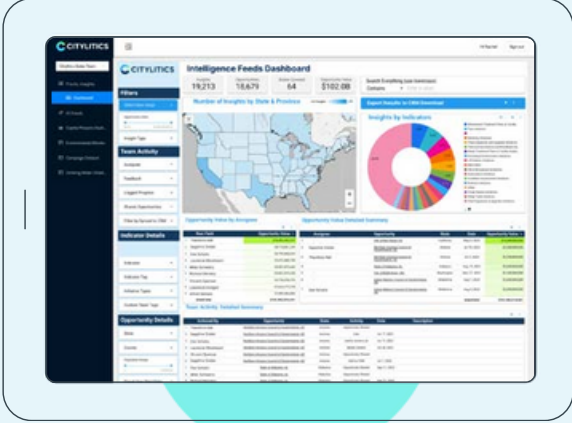






## Enhance Market Intelligence and Sales Activity With the Right Data

### FIND THE RIGHT DOCUMENTS AND ISOLATE THE KEY INFORMATION THAT YOU NEED



Intelligence Feeds  
Track intelligence on cities, public agencies, and utilities at the earliest stage of an opportunity.

[TAKE A PRODUCT TOUR ►](#)



#### Business Need

- Uncover highly targeted, early-stage sales opportunities 1 to 5 years before RFP
- Influence cities & utilities before a project is defined
- Proactive rather than reactive sales process



#### Key Functionality

- **Priority Insights:** Prioritizing insights to review and action based on your sales targeting criteria
- **Personalize Your Feeds:** Our Artificial Intelligence technology zeroes in on your interests with every like, dislike, and bulls-eye, delivering the most relevant insights
- **Direct CRM Integration:** Seamlessly adopt into your existing sales workflow



- **Document Extracts:** We pull the most relevant extracts from lengthy documents that are hundreds of pages long saving you immeasurable research time
- **Contact Information:** Vetted contacts to increase speed to sales action
- **Dashboard:** Powerful filters and analytics to visualize opportunities
- **All Insights View:** All early-stage insights within your markets
- **Log Progress:** One-click flag for insights that progressed to an opportunity



### Value Proposition

- Increase win rate by pre-positioning consistently
- Increase speed to market for strategic growth initiatives
- Increase market visibility
- Grow sales pipeline



### TYPES OF ENTITIES WE TRACK AND GATHER DATA ON:

- Municipalities
- Counties, Cities, Towns, Villages and Boroughs
- Water/Sewer Districts and Authorities
- Water and Wastewater Facilities
- Utilities
- Metropolitan Planning Organizations (MPOs)
- Rural Planning Organizations (RPOs)
- Port Authorities
- Airport Authorities,
- Boards and Commissions
- Transit Agencies and Transportation Authorities
- Departments of Transportation (DOTs)
- Electric Co-ops

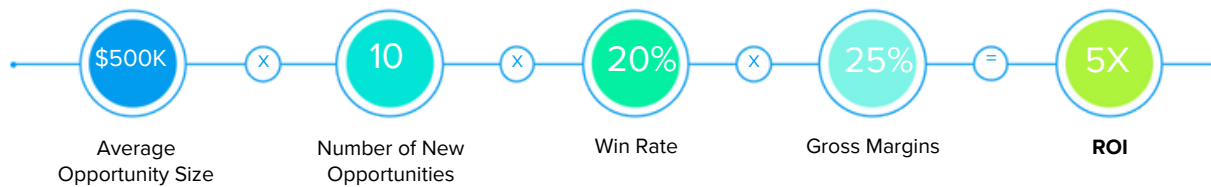




### TYPES OF DOCUMENTS FROM WHICH WE EXTRACT PROJECT DATA:

- Agendas and Meeting Minutes
- Budgets
- Comprehensive Plans
- Master Plans
- Capital Improvement Plans (CIPs)
- Water Quality Reports
- Transportation Improvement Plans (TIPs)
- Metropolitan Transportation Plans (MTPs)
- Transportation Planning Work Programs (TPWPs)
- Airport Capital Improvement Programs (ACIPs)
- Statewide Transportation Improvement Programs
- Funding/Grant Applications & Awards
- Feasibility Studies
- Condition Assessments
- Economic Impact Studies
- Monitoring and Evaluation Reports (M&Es)

### SAMPLE CUSTOMER EXPERIENCE ROI



THE SALES INTELLIGENCE INVESTMENT THAT PAYS FOR ITSELF

## Learn How To Uncover, Target, and Influence Upcoming Infrastructure Project RFPs.

Contact us at [Hello@Citylitics.com](mailto:Hello@Citylitics.com) or visit our website at [www.Citylitics.com](http://www.Citylitics.com) for a customized ROI for your company.

