Stop Getting Blindsided by RFPs: Leverage Early-Stage Sales Intelligence

CITYLITICS
Public Infrastructure Sales Insights

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Ready to Uncover, Target, and Influence
Future Infrastructure Project RFPs?

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Public Infrastructure projects offer incredible opportunities for Vendors, Contractors, Engineering firms and Construction firms to contribute to vital community development. Often, companies only become aware of opportunities when a Request for Proposal (RFP) is issued, leaving them scrambling to put together a competitive bid.
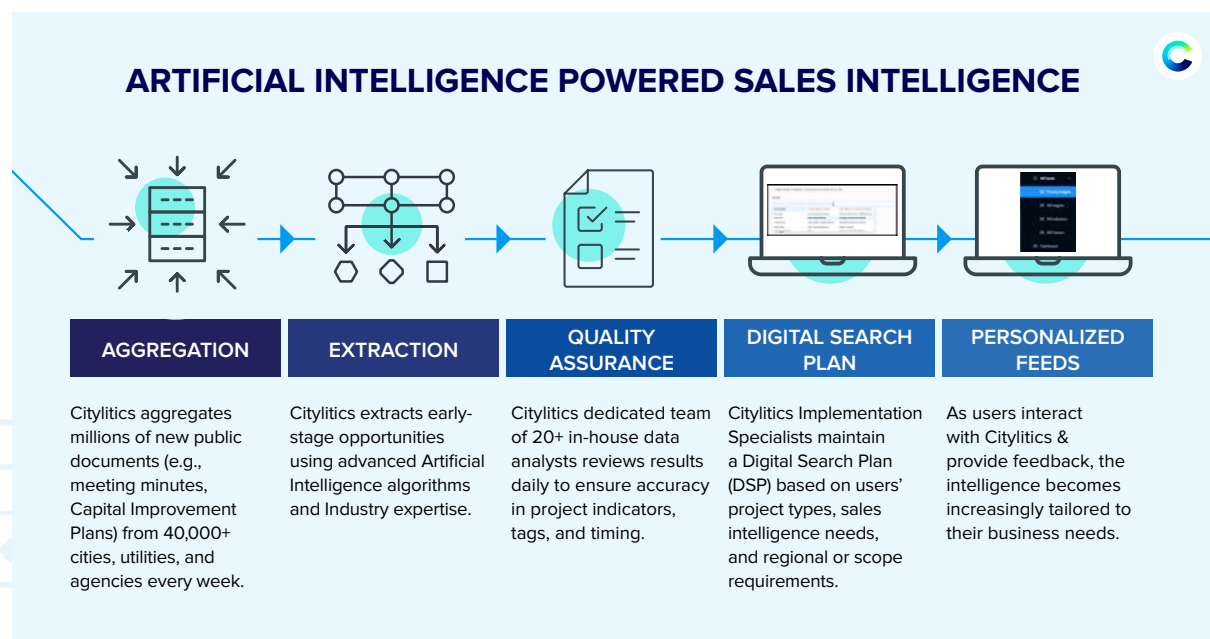
No matter how good the solution, this reactive approach puts companies at a disadvantage. By proactively identifying and understanding upcoming projects, companies can leverage their expertise and innovative solutions to secure these valuable opportunities and make a lasting impact on cities and municipalities.

Citylitics empowers companies to proactively identify and pursue opportunities 1 to 5 years before an RFP even hits the streets, by utilizing Early-Stage Sales Intelligence.

What is Early-Stage Sales Intelligence?

Early-Stage Sales Intelligence refers to uncovering insights still in the early phases of a project lifecycle, well before it becomes a formal undertaking.

By using sophisticated data aggregation and predictive indicators, Citylitics takes millions of public documents from across 40,000+ U.S. and Canadian cities to generate precise market intelligence that matches your specific business needs. Critical project intelligence is gathered from sources such as council meeting minutes, budgets, capital improvement plans, permits, infrastructure plans, and more.

ARTIFICIAL INTELLIGENCE POWERED SALES INTELLIGENCE

AGGREGATION	EXTRACTION	QUALITY ASSURANCE	DIGITAL SEARCH PLAN	PERSONALIZED FEEDS
Citylitics aggregates millions of new public documents (e.g., meeting minutes, Capital Improvement Plans) from 40,000+ cities, utilities, and agencies every week.	Citylitics extracts early-stage opportunities using advanced Artificial Intelligence algorithms and Industry expertise.	Citylitics dedicated team of 20+ in-house data analysts reviews results daily to ensure accuracy in project indicators, tags, and timing.	Citylitics Implementation Specialists maintain a Digital Search Plan (DSP) based on users' project types, sales intelligence needs, and regional or scope requirements.	As users interact with Citylitics & provide feedback, the intelligence becomes increasingly tailored to their business needs.

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KEY ASPECTS OF EARLY-STAGE SALES INTELLIGENCE

### Early Opportunity Identification:

Don't wait for the RFP:
Citylitics provides visibility into planned infrastructure projects across various industries like Water (Drinking, Storm and Sewer); Transportation (Airports, Bridges, Highways, Transit and EV); Broadband and Power – long before they reach the RFP stage. This "early warning system" gives you a significant head start.

Real-world examples:
Imagine knowing about a major airport runway expansion, critical bridge rehabilitation, or multi-million dollar highway project years in advance. With Citylitics, this is possible. Think of projects like drainage and erosion control at airports, runway improvements, sanitary sewer remediation, county bridge initiatives, and major highway and freeway projects – all visible within the Citylitics Intelligence platform.

VALUE OF INTELLIGENCE

PROJECT START

INFRASTRUCTURE PROJECT TIMELINE
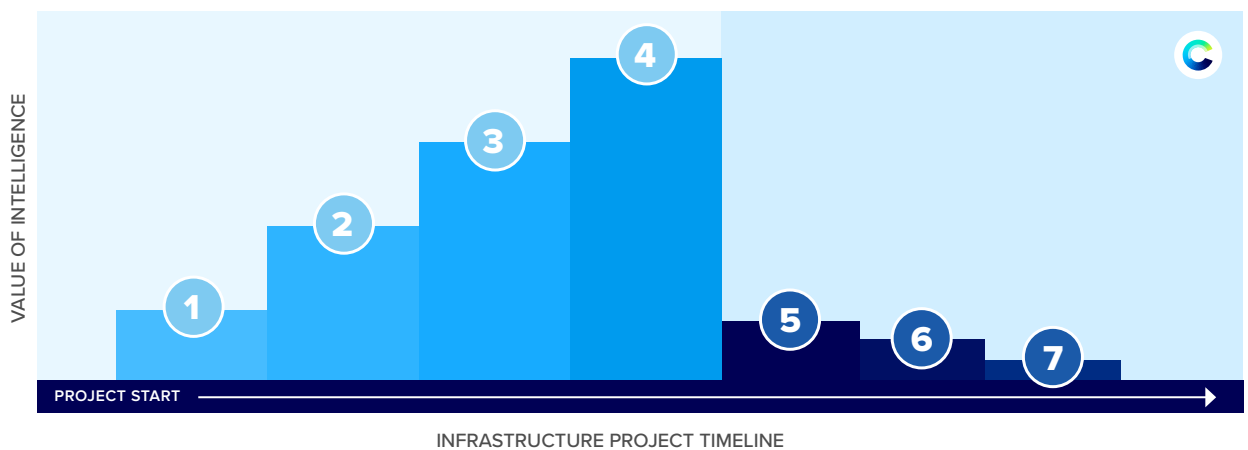
CITYLITICS INTELLIGENCE FOCUS: INFLUENCE RFPs

BID TRACKER FOCUS: RESPOND TO RFPs

1 Infrastructure Issues
2 Project Planning
3 Pre-Design
4 Project Funding
5 RFPs Issued
6 Contracts Awarded
7 Purchase Orders

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Targeted Project Filtering:

Focus on the best fit:
Citylitics allows you to filter projects based on criteria like:

- **Project type:** water treatment plants, water towers, bridges, airports, roads
- **Location:** specific cities, counties, or states, specific population
- **Budget:** focus on high-value projects or those within a specific range
- **Timeline:** projects in the early issues, planning, design or procurement stages

Maximize your resources:
Prioritize high-priority projects that align with your company's capabilities and revenue goals. For example, you could identify a $34 million highway project in Dallas, or a $238 million road project in Texas alongside smaller, but still valuable, opportunities, like a $2.6 million project in Orlando, or a $3.6 million bridge rehabilitation in Pittsburgh.
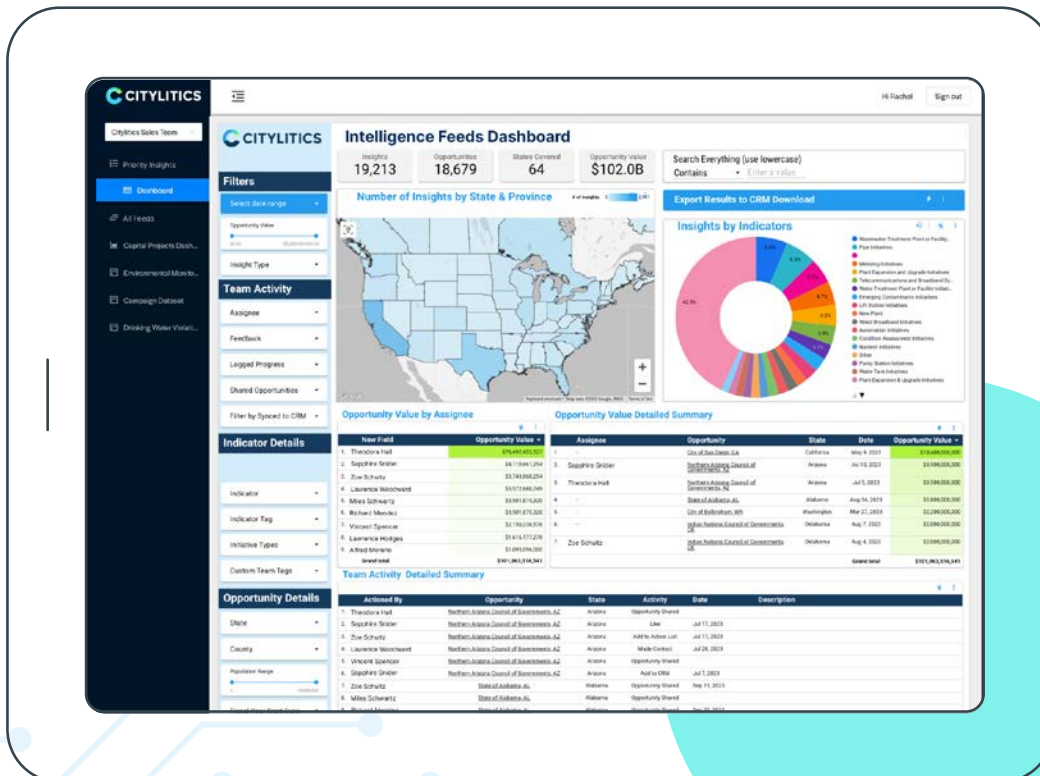
Integration and Collaboration:

Seamless Salesforce Integration:
*Citylitics integrates with your existing CRM
(like Salesforce, HubSpot, Dynamics 365), allowing you to:*

- Track project progress
- Manage relationships with key stakeholders
- Streamline your sales workflow

Tailored Insights:
Citylitics works closely with you to refine the data and reporting, ensuring the insights you receive are relevant to your specific needs and priorities. In addition, our dedicated Customer Success team members work alongside our customers to increase the potential for success.

Citylitics Supported CRM Destinations
Citylitics supports Sync to CRM for the majority of CRM destinations

Direct Sync to CRM Integration

CRM

Salesforce   HubSpot
Airtable
Dynamics 365   Google Sheets
Deltek   pipedrive   infor

Google Sheet Sync to CRM Integration

CRM

SAP CRM   NICE
GENESYS
ONTRAPORT
Zoho CRM   Adobe Target
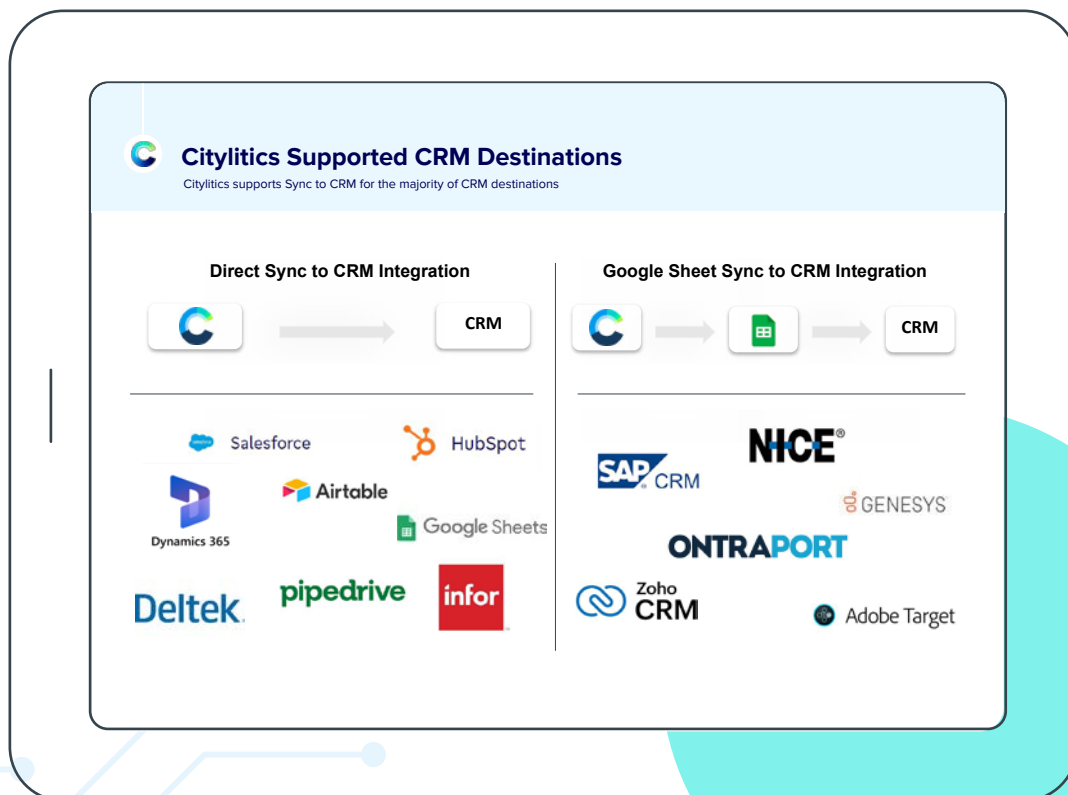
Building a Robust Pipeline:

Proactive outreach:
Armed with Early-Stage Sales Intelligence, you can initiate contact with relevant decision-makers and build relationships long before your competitors.

Strategic positioning:
Understand the project scope, identify potential challenges, and develop tailored solutions that address the specific needs of each opportunity.

Increased win rates:
By engaging early and building strong relationships, you significantly increase your chances of winning bids.

Citylitics empowers B2G companies to take control of their sales pipeline and win more bids by identifying opportunities 1 to 5 years before they're publicly announced. To better understand this process, let's break it down into the specific steps for pre-positioning and pursuing project opportunities.

EARLY PROJECT IDENTIFICATION

- **Review Your Priority Insights** – Stay focused on high-value opportunities.
- **Shortlist with Action Lists** – Easily flag promising projects for follow-up.
- **Refine with Bullseye & Like** – Train your feed to deliver more relevant opportunities.

PRE-POSITION TO WIN

- **Deepen Relationships** – Leverage relationships, channel partners, site visits to deepen engagement with the city or utility
- **Track Opportunity** – Monitor for key updates on this opportunity in Citylitics Intelligence Feed

PURSUE OPPORTUNITY

- **Add to CRM** – Push the opportunity from Citylitics to your CRM
- **Connect With Decision Makers** – Leverage Citylitics Contact Information & Outreach Enablement materials to connect with the right decision makers

STEP 1 | **STEP 2** | **STEP 3** | **STEP 4** | **STEP 5** | **STEP 6**

GO / NO-GO ON OPPORTUNITY PURSUIT

- **Pursuit Decision** – Decide if you will pursue this opportunity based on existing relationship, unique expertise, project budget, customer requirements, and feedback from early conversations

OPPORTUNITY DEEP DIVE

- **Opportunity Research** – Analyze Trigger Extracts, Source Docs, and Insights history to understand the opportunity.
- **Augment Intelligence** – Leverage consultant & engineer mentions, channel partners, regional rep firms, OEMs, and direct city contacts to learn more about the opportunity

WIN THE BID

- **Prime Position** – Leverage your advantage to win when the RFP comes out

Here's how to leverage Citylitics to gain a decisive advantage:

1 Early Project Identification

Prioritize High-Value Opportunities:
Citylitics provides an "Intelligence Feed" with a constant stream of potential projects. Use the Platform's filtering tools to focus on those that align with your expertise, budget preferences, and location.

Action Lists:
Flag promising projects for immediate follow-up and create targeted action lists to keep your team organized and efficient.

Refine Your Feed:
The more you use Citylitics, the smarter it gets. Utilize the "Bullseye" and "Like" features to train the algorithm to deliver increasingly relevant opportunities.

2 Go / No-Go Decision

Strategic Assessment:
Evaluate each opportunity based on factors like existing relationships, your unique expertise, project budget, customer requirements, and initial conversations with key stakeholders.

Qualified Leads:
Focus your resources on projects where you have the highest probability of success.

3 Pre-Position to Win

Relationship Building:
Leverage existing connections, engage channel partners, and conduct site visits to deepen your understanding of the project and build rapport with decision-makers.

Stay Informed:
Continuously monitor the Citylitics Intelligence Feed for critical updates and changes to your shortlisted projects.

4 Opportunity Deep Dive

In-Depth Research:
Citylitics provides detailed information on each project, including extracts from source documents, and historical insights. Analyze this data to gain a comprehensive understanding of the opportunity.

Expand Your Knowledge:
Gather additional intelligence from consultant and engineer mentions, channel partners, regional representatives, OEMs, and direct city contacts.

5 Pursue the Opportunity

CRM Integration:
Seamlessly push high-potential opportunities from Citylitics to your CRM system (e.g., Salesforce) for streamlined tracking and management.

Connect with Decision-Makers:
Citylitics provides contact information and outreach enablement materials to help you initiate conversations with the right people at the right time.

6 Win the Bid

Prime Position:
By engaging early and building strong relationships, you'll be in a prime position to win the bid when the RFP is finally released. Your proactive approach and deep understanding of the project will set you apart from the competition.

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Overcoming the Challenges of Information Overload

In an industry inundated with opportunities, businesses often face the challenge of managing information overload.

Traditional sales methods involve juggling an enormous volume of projects, all in various stages of development, making it easy to overlook the most valuable opportunities. Early-Stage Sales Intelligence provides a solution to this challenge through the filtering and distilling of relevant data, enabling companies to identify and prioritize projects that align with their expertise and growth strategies. This focused approach helps businesses maximize their chances of success and avoid spreading their resources too thin.

Early-Stage Sales Intelligence plays a pivotal role in the infrastructure sector, providing companies with a competitive edge by offering early visibility into upcoming projects. By gaining insight into the early phases of infrastructure initiatives, businesses can better position themselves, establish relationships with key stakeholders, and present tailored solutions. Augmenting data further enhances decision-making, enabling businesses to focus their efforts on the most promising opportunities. With Early-Stage Sale Intelligence, companies can navigate the dynamic landscape of infrastructure projects more effectively and unlock new avenues for growth.

Citylitics transforms how Public Infrastructure companies approach business development.

Stop chasing RFPs and start proactively shaping your future with Citylitics.

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 Developing High Value Leads:
Execute strategic marketing campaigns with a shortlist of best fit public entities to support market growth and entry initiatives.
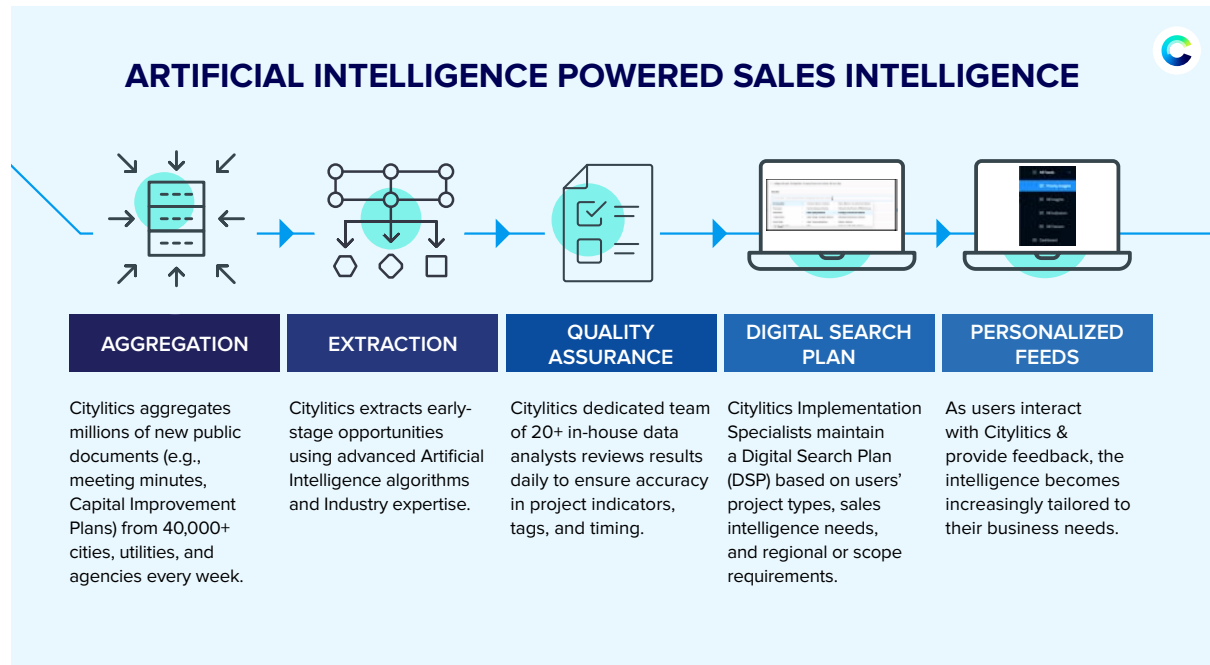
Unlocking $12M in New Opportunities for a Leading Public Infrastructure Software Company

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

READ CASE STUDY ▶

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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.

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Unparalleled access to upcoming infrastructure projects across:

Water, Wastewater

Stormwater

Industrial Wastewater

Roads and Highways

Bridges

Public Transit

Broadband

Power and Electricity

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Enhance Market Intelligence and Sales Activity With the Right Data

FIND THE RIGHT DOCUMENTS AND ISOLATE THE KEY INFORMATION THAT YOU NEED
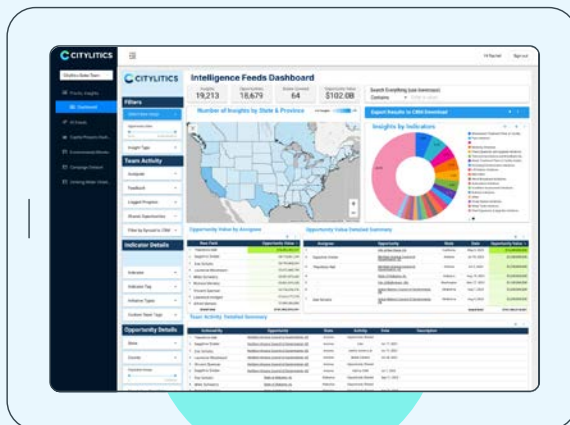
Intelligence Feeds
Track intelligence on cities, public agencies, and utilities at the earliest stage of an opportunity.

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

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- **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

$500K	x	10	x	20%	x	25%	=	5X
Average Opportunity Size		Number of New Opportunities		Win Rate		Gross Margins		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** or visit our website at **www.Citylitics.com** for a customized ROI for your company.

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