

# Winning More Business: Learn How to Compete, from the Experts

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**The challenge of winning more business is all about knowing where to compete** and learning how to break down silos while identifying the right data to help your organization bid for future projects. Learn how to leverage professional services automation applications to build collaboration between sales and service delivery and win more business.

Client references are 18% higher for those firms which use customer relationship management systems, according to 2019 Professional Services Maturity Benchmark. But using standalone CRM software is only half the battle. Today's firms credit the tight integration between their CRM and professional services automation applications as a catalyst in building collaboration between sales and service delivery.

**Learn how to help your organization automate opportunities, predict costs on prospective projects, align sales and service teams and win more business. Learn to build collaboration between sales and service delivery by leveraging professional services automation applications - and win more business.**

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## DISCUSSION POINTS:

- > Best practices of using clients as references for new business
- > Leveraging a CRM to identify the right data to bid on future projects
- > Considerations for choosing a professional services automation application
- > Building collaboration between sales and service delivery
- > Best practices for automating opportunities, predicting costs on prospective projects
- > How to align sales and service teams to win more business, and deliver on results



**ANDY KEITH** is Multiview's Chief Executive Officer, overseeing the company's strategic path of growth, development and success. Multiview is the one company that's focused solely on digital solutions for the B2B market since its founding in 2000. In that time, Multiview has built connections with over 2,000+ associations and 150,000+ companies, capturing data and insights on millions of B2B buyers in the process.

Andy started his career at MultiView in 2007 and most recently served as its Chief Revenue Officer. He was responsible for the overall strategic acquisition and relationship management of Multiview's 16,000 advertising clients and 1,200+ association partnerships. Andy played a strategic role in the M&A transaction from Warburg Pincus to its current owner, The Stagwell Group.

## FROM COLLECTIVE 54

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