

# Ridgeway

## Ridgeway Case Study

### 1 How you approached the sale prior to DealGym

Prior to using DealGym we would have put a lot of focus our efforts on areas we knew we were strong, often overlooking other areas of the deal that could be vitally important to the client. Utilising DealGym has enabled us to take a rounded and realistic view of where we are with a deal and what our chances of winning a particular deal is. With tangible outputs from the process we can now work through areas of weakness and try to turn these into strengths.

### 2 What you learnt from using DealGym and how it changed your approach

Being honest and realistic with yourself and your colleagues about where you are both strong and weak has many benefits. It not only forces you to remove 'sales bravado' but genuinely helps you to ensure you are taking all possible steps to win a deal.

### 3 How you felt about the DealGym experience

Working with DealGym was insightful and caused much debate amongst the pursuit team about where we really were versus where we perceived we were. The debate lasted a couple of hours but the time spent here was invaluable in getting an accurate view of our current position and what the realistic chances of us winning the deal were as well as the steps we could take to give ourselves a competitive advantage over our competition.

### 4 How big a factor was DealGym in winning

I can quite honestly say I don't think we could have won this particular bid without DealGym. We knew we had a good solution and we knew there were certain factors of the bid working in our favour. Prior to running the DealGym session we hadn't fully considered a few key factors that in the end, proved to be vital in us winning the deal. After running the session, we altered our pitch strategy to mitigate against these factors and it paid off.