

# Large Business

	Issues	INSIGHT's Services	Client Benefits
Strategy & Tactics	<ul style="list-style-type: none"> <li>Organic growth and diversification</li> <li>Acquisition and divestiture</li> </ul>	<ul style="list-style-type: none"> <li>Strategic analysis/planning</li> <li>Independent assessment of plans and strategies from an external, client-oriented perspective</li> <li>Due diligence support</li> </ul>	<ul style="list-style-type: none"> <li>Strategy attuned to current market reality</li> </ul>
Business Development	<ul style="list-style-type: none"> <li>Grow current customer base</li> <li>Diversify with new customers</li> <li>Expand service offerings</li> </ul>	<ul style="list-style-type: none"> <li>Relationship building and positioning w/government, prime contractors and subcontractors</li> <li>Agency-focused business development planning</li> <li>Bid strategies, message and theme development</li> <li>Presentation development and coaching</li> <li>Proposal review</li> </ul>	<ul style="list-style-type: none"> <li>Improved market penetration</li> <li>Facilitation of business development execution</li> </ul>