

## Company Profile

**Solinger Communications, LLC**  
Stevens Point, Wisconsin

**Branding, marketing, and  
public relations consultancy**  
One employee

## Challenge:

The firm's principal has a number of potential projects in the proposal stage at any one time. One of the keys to maintaining a sustainable and profitable business is to have projects moving through the proposal phase to a point of resolution on a continuing basis.

## Solution:

By using SNAPSHOT, Tim Solinger, principal of Solinger Communications, has been able to break down the different steps of his proposal process and to identify possible or emerging roadblocks.

## Results:

*“With SNAPSHOT, I have a tool to help me anticipate and spot problem areas in my workflow more clearly and easily. This approach has made it easier to anticipate these situations and to resolve them.”*

Tim Solinger  
Principal  
Solinger Communications, LLC

## Consulting Firm Streamlines Proposal Process to Increase Productivity

A key part of the success of most any consulting firm rests in guiding potential clients through the at times perilous proposal phase. Some projects can languish in this stage for weeks and even months. Some eventually fizzle out altogether. Others do manage to get through to a point of resolution, which in the best circumstances culminate in a signed agreement to proceed with production.

It wasn't too long after launching his business that Tim Solinger, principal of Solinger Communications, knew he needed to do some fine-tuning with the proposal phase of his workflow. “Things were not going as smoothly as I would have liked,”

Solinger recalls. “Some clients were requiring an extensive amount of attention in this phase, which manifested itself in repeated phone calls and just significant amounts of added time. While some of it was justified, I needed to find a way to sort out the different factors that were creating delays and come up with a game plan.”

Enter SNAPSHOT. After bringing in Innovative Management Tools to conduct a process analysis session, Solinger was quickly able to identify some solutions to the problem. “The beauty of SNAPSHOT is that it broke the process down for me into a series of easily understood pieces. I could really take a big picture look at what I was doing and start to see areas for improvement,” he says.

Solinger points out that it didn't take long before he was able to come up with several concrete steps for significantly improving his proposal process. “Because of SNAPSHOT, I have a greater awareness of this



*Tim Solinger, principal of Solinger Communications, charts a workflow process as part of the SNAPSHOT Process Analysis Activity.*

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# Business Improvement Case Study

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part of my business. I'm also better at understanding where the delays may arise and how to work with clients in helping them move through the process more quickly."

Solinger adds that he has now learned how to better anticipate which potential clients will require more time. Also, because of SNAPSHOT he has learned how to ask better questions upfront to better guide clients in the later phases of the proposal process. To help improve the quality of the information he gathers early on, he has developed a checklist of questions to help him properly cover some of the key initial considerations and factors in a project, which if overlooked can potentially cause problems later.

"SNAPSHOT has provided me with some very valuable insights. I'm convinced that this approach can work for any business," Solinger says.