

Q&A WITH THE EXPERT  
MATT STINSON



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Client Relationship Executive at United Land Services

**1 How does AutoBid help you save time?**

AutoBid has completely automated our internal sales process and fully integrated our operations team for a seamless end result. Our Business Development Team maintains a healthy, robust pipeline and by automating the sales process, we close more profitable work in less time with AutoBid. After we spend a generous time consulting with our prospective clients, site measurements are essential to align our sales and operations teams for any size commercial landscape maintenance project. AutoBid saves us valuable time without any manual effort, so there is no need to spend laborious hours drawing polygons on Google Earth anymore.

The software instantly converts the auto-generated takeoffs from our pre-set production rates into time, cost, and material estimates which gives us the opportunity to fine-tune our pricing. Lastly, we select from one of our custom pre-set proposal templates that illustrate high-resolution sitemaps so that we can accurately and confidently present our approach to services without any second guessing.

As a result, AutoBid drastically reduces the lengthy manual method of estimating and creating proposals, which gains about a 90-95% return on time. Now we spend more time prospecting for new opportunities and being in front of our clients, building stronger relationships.

**2 How has AutoBid helped you save manual labor?**

Our estimators used to spend hours, even days in the field measuring commercial properties. We were wasting valuable time manually measuring sites on Google Earth, uploading the data into spreadsheets, and transferring it to the proposal. With the best-in-class technology Attentive has, it just does not make sense to measure sites manually anymore. These tasks are now in the care of by AutoBid.

Furthermore, AutoBid completely eliminates the hassle of exporting data from one tool to another. You just select a template, and it automatically adds the customer info, sitemaps and service estimates to the proposal, which is ready to send.

**3 How has AutoBid helped you send out more proposals?**

Our Business Developers (BDs) spend a good amount of time qualifying leads and building rapport with prospective clients. This is key to a successful beginning and typically we only have two weeks to turn around our proposal. AutoBid has eliminated the scope for errors with accurate takeoffs and custom templates, and we have increased the number of proposals sent in a month by twofold.

Another positive - no more rushed work or late nights to meet demanding deadlines. Or worse - miss the deadline. It has helped us immensely in bidding multi-site portfolios and keeps our teams aligned and on track through our peak season.

**4 How has AutoBid helped you win more bids?**

Three reasons. To start with, AutoBid's site measurements are extremely accurate. It uses high-resolution imagery and the measurements are exceptionally good, even with dense tree canopy. Furthermore, it generates time, cost, and material estimates with an exceptionally low margin of error. This means our proposals are highly optimized and dialed in.

Secondly, our BDs can now spend more time building relationships with key decision-makers, rather than sitting in front of a screen in the office. In fact, in some cases, we have the site takeoff at our initial visit with the property manager, which gives us a better understanding of the property. This leaves a great first impression on the prospect.

Thirdly, we have more time to generate and qualify leads, increasing our proposal output. With a better win rate, our BDs are bringing in more new business.

**5 In what other ways has AutoBid made your landscape business profitable?**

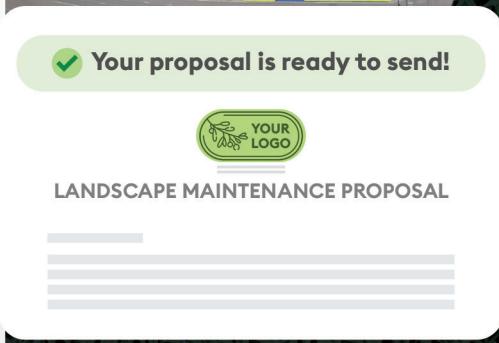
With a streamlined site measurements process, we are able to conduct a more thorough production review. It has helped us project our costs and labor requirements more accurately, improving our margins on maintenance projects. We now have a better sense of the profitability of a project before we send out the proposal.

Additionally, our employees can now spend more time with clients to better understand their problems and find the right solutions.



**Landscape Maintenance Estimate**

| SERVICE                     | HOURS | COST | MARGIN |
|-----------------------------|-------|------|--------|
| + Add a new service or item |       |      |        |
| Clear Lawn Areas            |       |      |        |
| Pre-emerge Beds             |       |      |        |
| Sweep and Blow Hardscape    |       |      |        |
| Spray Weeds in Beds         |       |      |        |
| Shrub Management - Prune    |       |      |        |
| <b>OVERALL</b>              |       |      |        |



**SAVE TIME**  
Save 90% time with automated measurements, estimates and proposals



**BID MORE**  
Send out all the proposals you want to - without any hassle



**WIN MORE**  
Crush your sales quota with winning bids based on 98% accurate site info



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