

Introducing Global Tax PursuitLink. Proposal support. When you need it.

Win it. Don't spend your time sending dozens of emails to track down the right information for your cross-border tax proposals. Contact PursuitLink first to get what you need from the resources you need. We can help you find the right answers, make the right connections, and respond to requests more quickly. All to increase your proposal's chances for success.

We're here for you Monday through Friday, 24 hours a day. 24/5. Phone, IM, or email us today.

[Visit PursuitLink](#)



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Global Tax Proposal Methodology

Make every step count.

Gear up. Get the equipment you need to win cross-border tax pursuits. Like customized tools and resources, including a checklist created specifically for responding to cross-border tax RFPS. A project plan for managing the response timeline. And practical language and guidelines for winning proposals.

Get on the right path today. Use the Global Tax Proposal Methodology.

Take your first step today!



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Global Tax
XX March 2011

Global Pursuit Strategy for Tax

Introducing two new resources to help you win cross-border tax pursuits

We are very pleased to launch two new resources that will help us connect with clients in the marketplace more consistently and with better results to win more cross-border tax pursuits – across all tax service lines and member firms around the world.



The **Global Tax Proposal Methodology** and **Global Tax PursuitLink** will help us more effectively address the needs of our clients' increasingly global businesses in our tax proposals, and advance our transformational priority of strengthening our connection to clients and the marketplace. These complementary resources are key elements of the support provided to member firm tax practices by Global Tax Clients & Markets' **GPS for Tax** team, which provides advisory support and guidance for global tax pursuits.

Global Tax Proposal Methodology

Make every step count.

The Global Tax Proposal Methodology delivers customized tools and resources to help tax professionals and pursuits support teams complete tax proposals more consistently and effectively. The Methodology draws from and builds on the strengths of the cross-functional Deloitte Proposal Program, customizing it for tax professionals. The Methodology provides tools and tactics tax professionals need to get going in the right direction and make every step count in their cross-border tax pursuits, including:

- A **Global Tax Proposal Checklist** that clearly identifies all the steps you need to take to respond to a cross-border tax proposal.
- A **Global Tax Proposal Project Plan** that provides guidance on the full range of activities to develop an effective global proposal response – from holding initial client conversations or mobilizing the right global team, to developing a competitive pricing strategy.
- **Global Tax Proposal Content and Guidelines**, which include pre-approved language on Deloitte Touche Tohmatsu Limited (DTTL) and member firm tax practices, plus credentials and guidelines around preparing client deliverables

Global Tax PursuitLink

Proposal support. When you need it.

Global Tax PursuitLink is the go-to resource for pursuing cross-border opportunities across tax service lines and member firms around the globe. PursuitLink will streamline searches for proposal content and information and help teams more efficiently access the tax pursuit resources they need. PursuitLink professionals will:

- Provide dedicated service Monday through Friday, 24 hours a day.
- Offer the advice, information, and resource referrals you need to meet proposal deadlines and win global pursuits.

- Enable your team to respond to proposal requests more quickly and tailor them more precisely to client needs.
- Give you more time to focus on pursuit strategy and developing the client relationship

The launch and rollout of PursuitLink and the Proposal Methodology will include comprehensive communications – through global and member firm channels – to tax practitioners, tax communications and marketing teams, and tax-focused pursuit and business development specialists.

These resources are another important step toward developing a true global mindset in Tax. They will help us communicate, collaborate, and serve our clients more effectively across borders to succeed in the increasingly competitive market for global tax services. I encourage you, and other tax leaders in your member firm, to help us build awareness and encourage their use. We need our tax professionals around the world to think of the Global Tax Proposal Methodology and PursuitLink first, and immediately, for all new cross-border tax opportunities.

Thank you for your continued hard work and commitment to our clients, our business, our people, and our ongoing Global Tax Transformation. Together, we will achieve our vision of being the number one global tax practice in the world – As One to be Number One.

Kind regards,



Dan Lange
Global Managing Director – Tax

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Introducing Global Tax PursuitLink.
Proposal support.
When you need it.



The go-to resource for global tax pursuits and proposals.

- Supports pursuits and proposals of cross-border opportunities in any tax service line.
- Streamlines searches for proposal content and the way pursuit resources are accessed.



Proposal support. When you need it. 24/5.

- PursuitLink professionals are available Monday through Friday, 24 hours a day.
- Fast access to the right information and people to help you respond to cross-border proposal requests more accurately and more efficiently.



PursuitLink will provide:

- Answers to the most common questions found in global tax proposals.
- Referrals to the right places and people to answer any question you might have.

We will also help:

- Enable you to respond to proposal requests more quickly.
- Tailor them more precisely to client needs.



Meet proposal deadlines and win global pursuits.

- Advice, information and resources you need to meet proposal deadlines and win global pursuits.
- PursuitLink can help you address common questions like:
 - Where can I find tax headcount figures?
 - How can I find a tax technical specialist in a specific country?
 - Is there specific language we should be using in our global proposals about our global capabilities?
 - What awards have Deloitte member firm tax practices won?
 - What is the policy on the use of client logos in proposals?
 - Where can I find information on our service line offerings?
 - Who are our tax industry leaders?
- If PursuitLink can't answer your question, we'll find someone who can—fast.



Strategic connections, specialized guidance.

- Communicate with people at member firms to obtain information on local capabilities and resources.
- Refer you to advisors—in your local member firm, region and globally—who can:
 - Provide guidance, resources and focus to help you develop winning proposals.
- Connect you with Tax Clients & Markets teams and leaders who can:
 - Help you mobilize your response and quickly assemble the right cross-border team.



Get ahead of the curve.

- Contact PursuitLink well before deadline time.
- We can help you plan an approach, find answers, and make connections.
- Goal: Increase your proposal's chances for success.



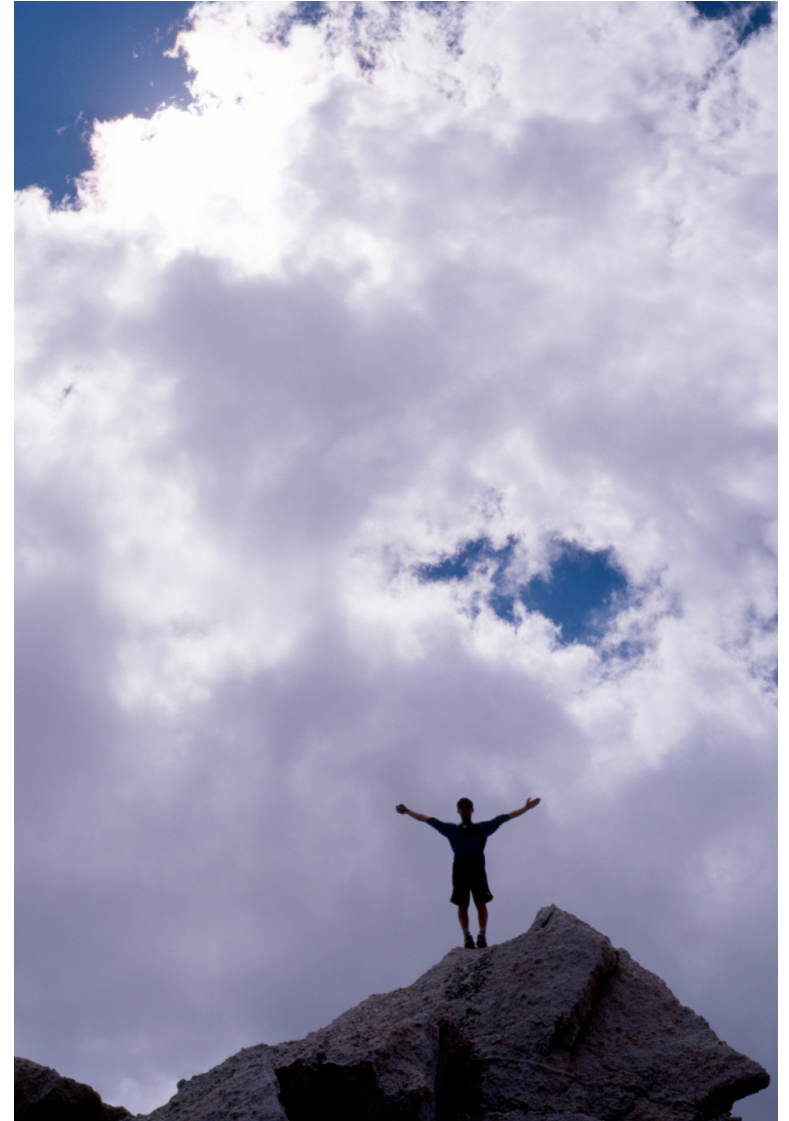
Working with the PursuitLink process



Delete these three items and adjust spacing

Contacting PursuitLink

- There are several ways to contact PursuitLink—whatever works best for you.
 - On this page, place the contact information for PursuitLink
 - Call
 - IM
 - Email
 - Intranet
-
- Place the info in an attractive format, not bullets.





Communications Creative Brief

Global Tax PursuitLink

Proposal support. When you need it.

1. Key Messages

2.1 Tax practitioners

2.1.1 Strategic Messages/Key Selling Points

Introducing Global Tax PursuitLink. Proposal support. When you need it.

We're launching PursuitLink to help Deloitte's 27,000 tax partners and professionals connect with clients in the marketplace faster and with better results. PursuitLink will be the go-to resource for pursuing cross-border opportunities—across tax service lines and among member firms around the globe.

Dedicated service. 24/5.

Our team of professionals will be available Monday through Friday, 24 hours a day, to provide the advice, information and resources you need to meet proposal deadlines and win global pursuits.

Centralized access. Targeted information. Faster.

No more time wasted sending dozens of emails to track down proposal resources. We'll help you respond to proposal requests more quickly, and also more precisely target your response to client needs.

Come to us for quick answers to the most common questions found in global tax proposals. We'll also connect you to people at member firms who can provide information on local capabilities and resources.

Get ahead of the curve.

Contact us well before deadline time. The earlier we become involved the more time we have to work with you. Together we can plan an approach, find the answers, and make the connections that will increase your proposal's chances for success.

Strategic connections. Specialized guidance.

We can refer you to advisors—in your local member firm, region, and globally—who can provide guidance, resources and focus to help you develop winning proposals.

We'll also connect you with the Tax Clients & Markets teams and leaders who can help you mobilize your response and quickly assemble the right team.

Win it.

Our goal is to streamline the search for proposal content and the way pursuit resources are accessed. We'll communicate with you more in the coming weeks to build awareness of PursuitLink and its resources. We look forward to helping you achieve success in your pursuits.