



SalesLeap

Case Study – Tyre Management Service Provider

FACT: Knowledge might be power, but it's how you use it that counts.

Business:

UK wide provider of tyre management services

Issue:

Underachievement in tendering

Cause:

Viewing the tender process as an admin led sales process but with little understanding of the buying strategies employed

Action:

- Training on tender process and tendered sales
- Provision of SalesLeap tender search service

Result:

- Efficiently managed sales process
- Highest ever score on a tender submission



[more on page 2](#)

Providing a thorough understanding of the tendering process and motivations of the buyer enabled huge progress to be made.

- Over many years a process had evolved that enabled tenders to be submitted with a “reasonable” level of success being achieved. Engaging SalesLeap to review this aspect of sales however revealed key weaknesses in the process and as such opportunities for the business to improve on its effectiveness and conversion rates when tendering for sales.
- A business that by no means was alone in the challenges it faced in attempting to source relevant tendered opportunities. Knowing they are there is one thing, finding them is another. Appointing Sales Leap to do the searching has enabled others in the business to focus on their work safe in the knowledge that tenders will no longer be missed.
- Tendering can be a very demoralising lonely activity if you are not clear about key aspects of the process and how to best manage them. Undertaking a focused training session with SalesLeap empowered key individuals within the business to work with tendering from a much stronger position resulting in;
 - Decision-making becoming timely and based on qualified reasoning
 - Relevant information gaps being established and efficiently closed
 - Process management having clarity, direction, ownership and purpose
 - Corporate functions and policies enhancing bids as oppose to detracting from them
 - Submissions becoming buyer focused as oppose to sales focused
 - Structure and content of submissions being dramatically improved
 - New heights of performance being achieved with a near perfect score of over 99%

A final few words from Tony Copeman



Providing clarity, effective solutions and improved ROI are key to the service SalesLeap provide. Here training on the tendering process from both a “buy” and “sell” perspective enabled rapid transformation of the quality of the bid resulting in a phenomenal increase in the score awarded. If your business is stuck on a bidding plateau why not see how Sales Leap can help.