



SalesLeap

Case Study – commercial printer

FACT: Businesses might have similar issues but the solutions can be very different.

Business:

Midlands based commercial printer

Issue:

Consistently failed to source relevant opportunities despite having subscribed to a tender alert service

Cause:

A generic and automated process meant poor quality and the need for duplication of effort

Action:

Provision of SalesLeap tender search service

Result:

- Reliable and robust tender search service
- Clarity of sales process
- Enhanced ROI



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Having reliable support proved to be the key in making a step change throughout many areas of the business.

- Despite doing all it thought it needed to, this business continually failed to source relevant public sector contract opportunities yet knew they were “out there”. SalesLeap quickly established the root cause of the issue and within a few weeks the business had made significant progress in turning its fortunes around.
- Paying for a “tender alert” service was intended to help the sales process but it became obvious that all it was doing was hindering it. The service was automated, not focused on the business need and deliverability and in reality only sourced its information from a small number of public sector procurement portals. As a result, not only were many of the contract notices provided not relevant, but worse still, many that were relevant were missed. In an effort to counteract this, both sales and administrative team members began searching various portals themselves. Whilst they found other opportunities there was no structure to the searching, the process was ad-hoc, portals searched were largely ones that had been stumbled across, opportunities were still missed and the real cost of sourcing opportunities had now escalated dramatically.
- SalesLeap’s approach of spending time to understand the needs of its client and then work with them to provide a highly effective tender search and support service made a huge difference. Not only were contract notices of relevance now being regularly found, but people across the business were now able to focus on winning opportunities. Morale improved, costs fell and the public sector once again regained its rightful place as an essential, and highly effective route to market.

A final few words from Tony Copeman



Many of our clients felt that their original service provider didn't provide them with the level of service expected and as a result they were not securing anywhere near the level of sales they were capable of. Tendering is difficult enough, we understand that and our Tender Search Service is one way in which we strive to make it easier.