



# SalesLeap

## Tips For Sourcing Tendered Opportunities - making life a little easier

**FACT:** The lifeblood of every business is sales. The effectiveness with which sales leads are generated is a measure of how fit its heart is and yet sadly, many businesses are not as fit as they think they are.

The term Sales Lead is a much abused term. All too often “leads” are, in reality, little more than a name and number of someone, and when you eventually get to talk to them find that they are, at best, ambivalent towards buying from you. The line between following up on a lead and making a cold call can sometimes be very thin.

Ensuring that you provide your sales team with the details of buyers who have a genuine requirement for your goods and services is not as difficult as it might seem if you know where and how to look.

Tenders are a great source of opportunity as there is a quantifiable requirement to buy. The challenge is knowing how and where to find ones relevant to your business. To help, we have compiled a list of tips to consider when searching for tenders. You never know, they might help make your heart a little fitter.



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## Qualified lead generation aligned to your business deliverability is the key to an effective sales pipeline

- Searching for tenders does not just provide access to public sector opportunities as private companies are increasingly using tendering as a strategic procurement process
- When looking for public sector opportunities never rely on using CPV codes as your sole strategy
- Always focus your search criteria on your deliverability as opposed to the “goods and services”
- Unearth and search in the key portals and publications relevant to your buyer
- How would a buyer identify my deliverability is the key, not “how would I?”
- Give consideration as to how accessing the supply chain may be of benefit in sourcing opportunities
- Think how your searching and therefore, volume of relevant opportunities found, may justifiably be widened if you collaborate
- Understand the true cost of searching for opportunities on your business and how this may be improved
- Understand the buying process and respond to opportunities in the correct manner and timeframe
- Beware of “tender alerts” that charge you for what in effect is an automated process that you drive

### A final few words from Tony Copeman



Year on year, the volume and value of procurement managed via a tender process grows. In fact, tenders are regularly quoted as representing over half of all B2B sales in the UK. To rise above your competitors it is essential that you have a robust process to capture and evaluate opportunities that are of relevance.

Would now be a good time to review how effectively you manage this aspect of your sales machine?