

# The Power of Partnership

November 14, 2018





# Welcome!



## Why are we here?

- Do you have a sales number you have to hit?
- Are you looking for a sales advantage?
- How well do you understand Cooperative Purchasing and your Sourcewell contract?

# Today we'll Discuss



How Gov/Ed agencies have changed the way they're doing business



Who Sourcewell is  
(Formerly NJPA: National Joint Powers Alliance®)



The benefits & value of your cooperative contract



Leverage your Sourcewell contract resources

# Today's Marketplace



The purchasing culture has changed.

- Agencies are shopping and buying through cooperative contracts
- You have fewer opportunities to respond to bids and RFPs
- The most successful companies have a cooperative contract



# Who is Sourcewell?



Sourcewell is a leading, independent government agency.

- Sourcewell is a unit of government of the State of MN
- Our staff are public employees

[www.sourcewell-mn.gov](http://www.sourcewell-mn.gov)

# Legal Authority & Responsibility



Sourcewell facilitates a competitive solicitation & awards process on behalf of our members' needs and expectations throughout the U.S. and Canada.

- Sourcewell is its own lead agency with legislative authority to establish contracts.
- Acceptance and use always comes down to local policy and interpretation.

# How Sourcewell works for members



# Who are our Sourcewell Members?



## State and Local Government Entities

- Cities
  - Counties
  - States and State Agencies
  - Special & Water Districts
  - Native American Tribes
  - Port & Transportation Authorities
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## Public and Private Education

- K-12
  - Special Education Districts
  - Charter Schools
  - Higher Education/Universities
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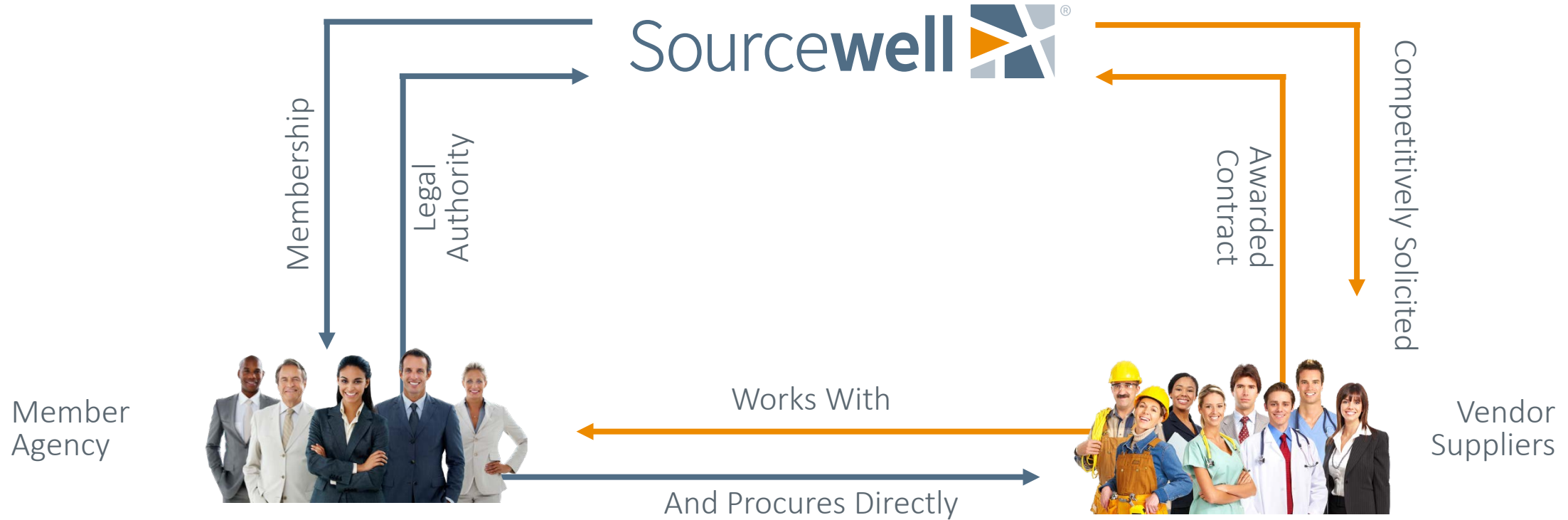


## Nonprofits (tax exempt organizations)

- Hospitals & Nursing Homes
- Rural Power Cooperatives
- Housing Authorities
- Member Associations & Coops



# How it Works



A legal contracting pathway between buyers & suppliers

# Sourcewell Contract Use & Acceptance

Cooperative contracts are effective for both buyers & suppliers



# Government Sales Using Sourcewell

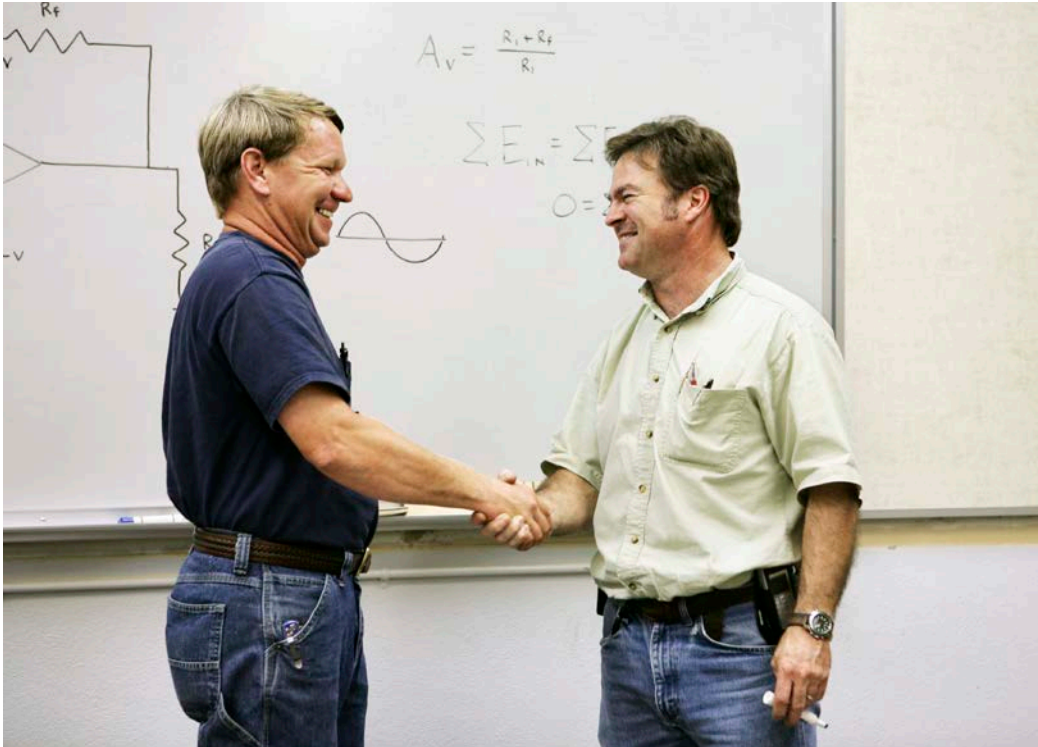


Satisfying the competitive solicitation requirements, NOT skipping them

- Traditional Bid Process
- Identify Prospect
  - Build Relationship
  - Spec Out Equipment
  - Advertise Tender/Bid
  - Respond To Tender/Bid
  - Tender/Bid Opening
  - Award Low \$
  - Protest Period
  - P.O. Issued
  - Deliver Equipment
  - Receive payment



# Tomorrow's Sales Call



## Agencies face two decisions:

- What are they going to buy?
- How are they going to buy it?

## Agencies have two choices:

- Do they need to bid it?
- Do they just need it to follow a competitive process?

The solution: your Sourcewell cooperative contract

# Value of Cooperative Purchasing

## VENDOR

No need to respond to numerous, time consuming individual customer bids.



**Save Time & Money**

Offer your full line of products & services.



**Full-line of Contracted Solutions**

Leverage the relationships you have earned.



**Trust and Relationships**

Promote value and quality over price.



**Low-bid, Low-quality Responses**

Provide established discounted, ceiling-based pricing.



**U.S. and Canada Volume Pricing**

## MEMBER

No need to duplicate the competitive RFP process. Reduces the impact of: agency staff, budget cuts & protests.

Choose the products & services they need and want.

Select the vendor they want to buy from & the rep they want to work with.

Avoid unpleasant experience of low-bid, low-quality awards.

Receive volume, ceiling-based, discounted pricing.

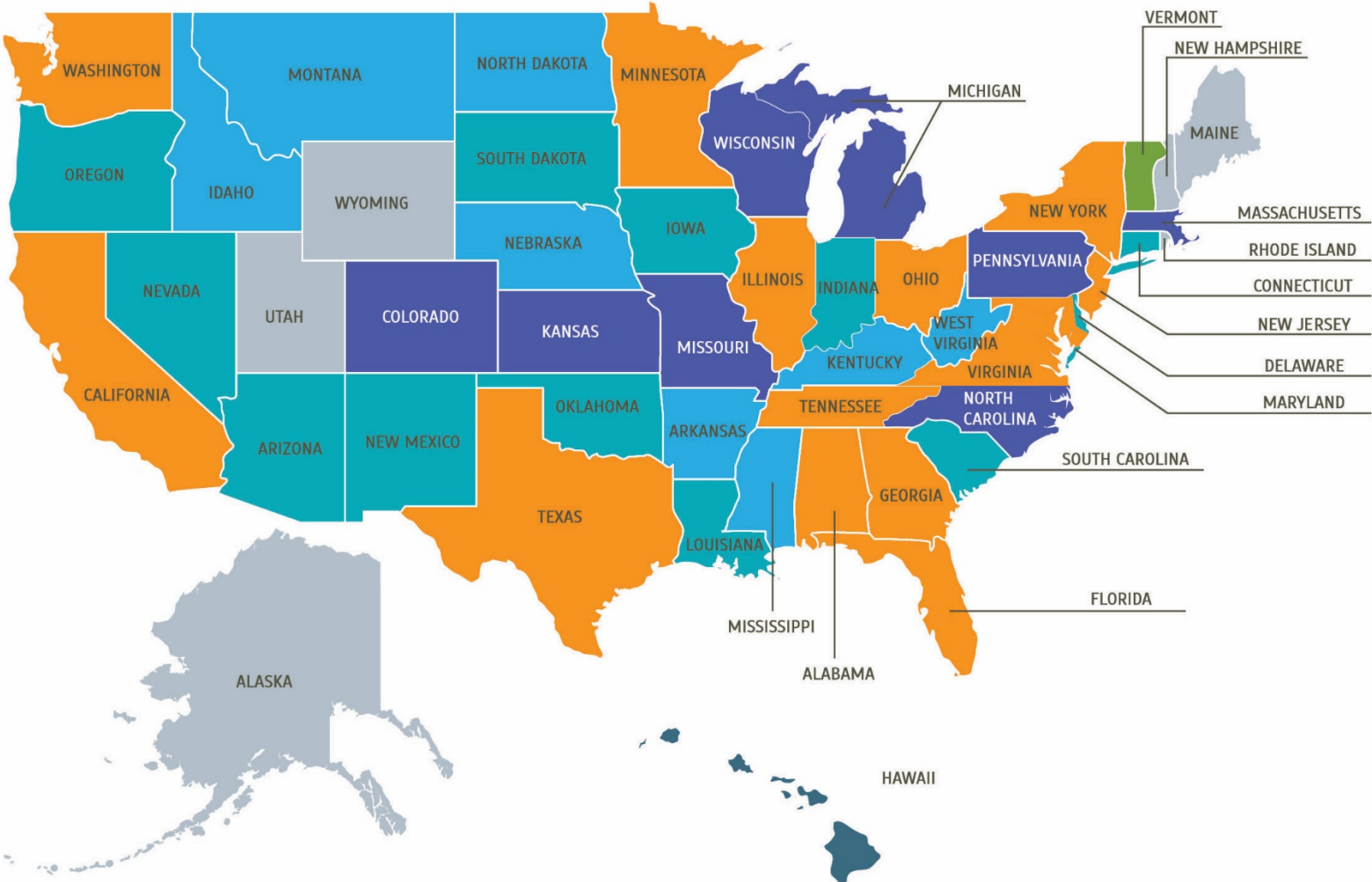
# Value of Sourcewell Membership

- Membership is at no cost, no obligation and no liability
- Choose from 300+ contracts
- Streamlines the purchasing process
- Sourcewell membership establishes the necessary paper trail

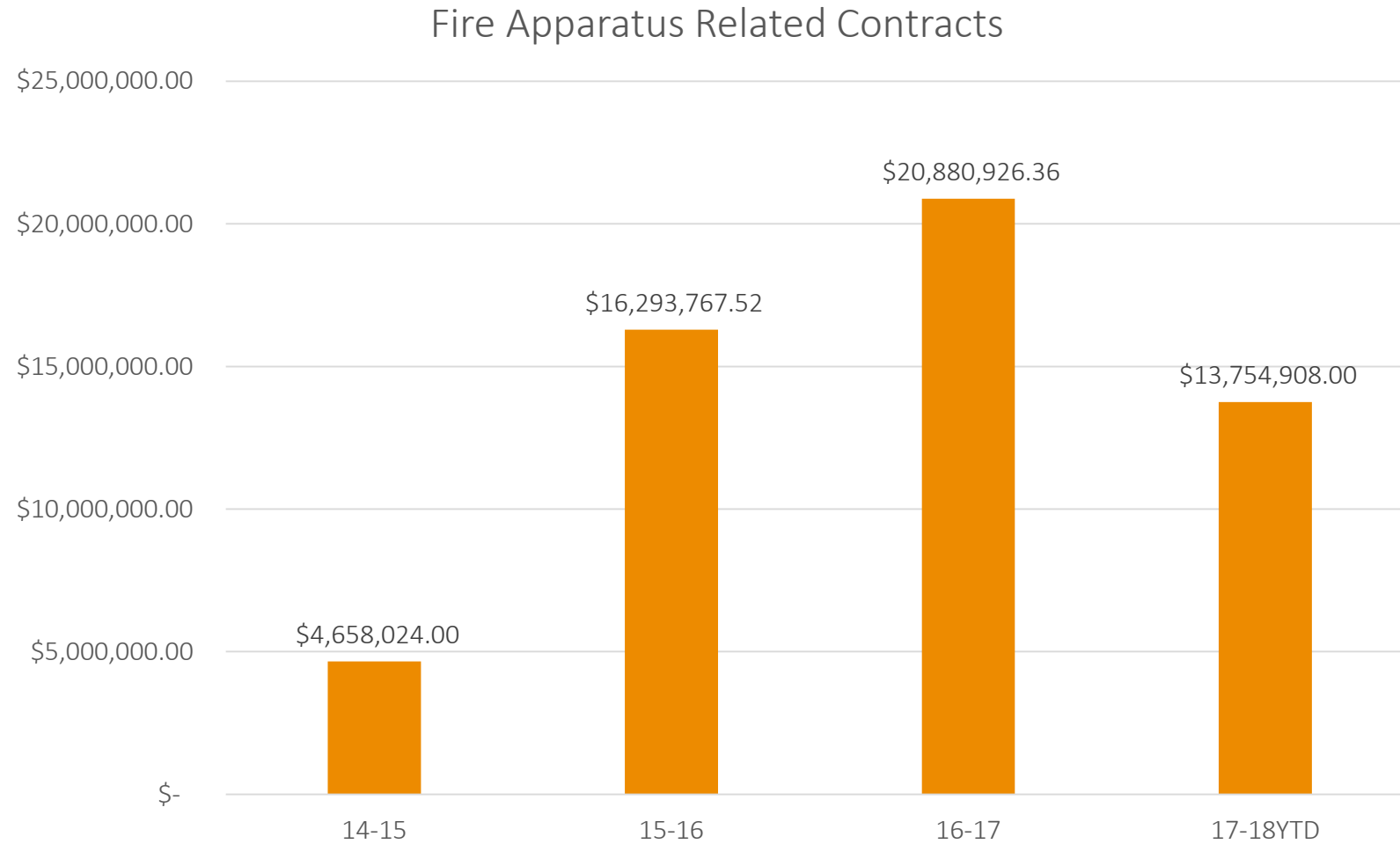
No need to duplicate the process



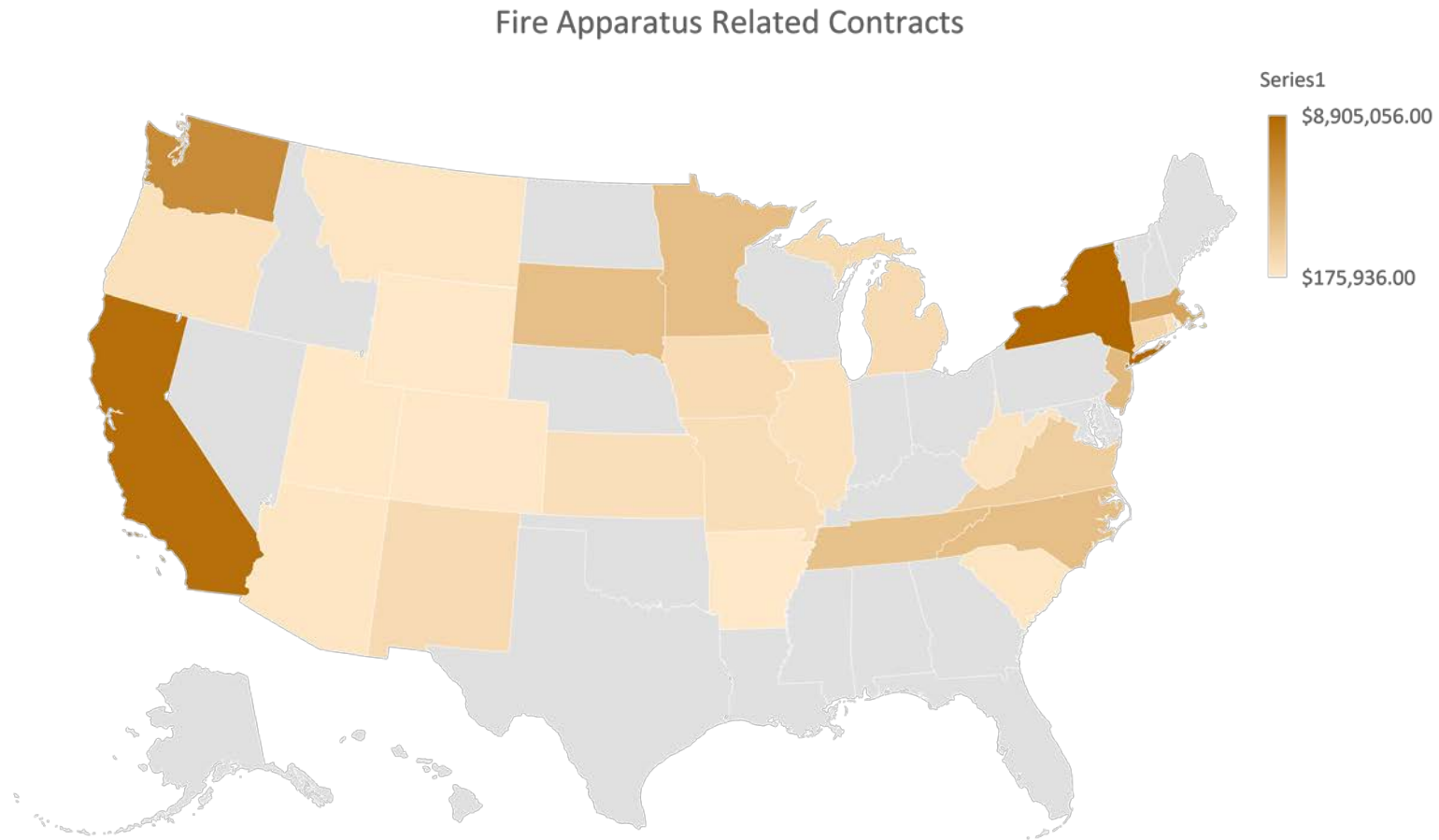
# Sourcewell By State



# Sales by Fire Apparatus Related Contracts



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# Summary

- Present your cooperative contract as the pathway to get to your solutions.
- Understand the value of membership and how to join Sourcewell.
- Share your success & strategies with other sales people within your company.
- Determine your customers' needs and timelines BEFORE they start their own bid process or consider another cooperative contract.

# Action Steps

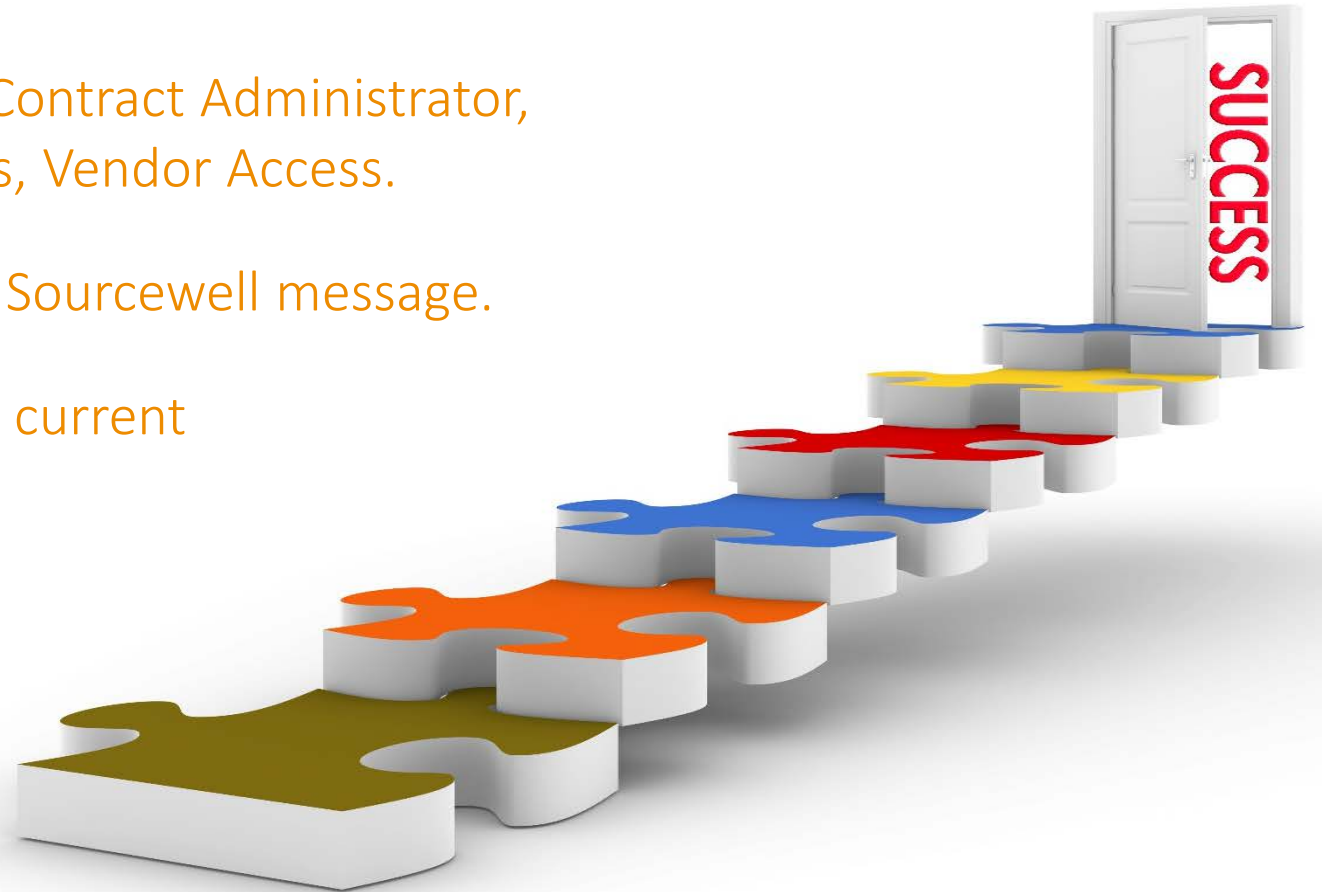
Know your internal processes as they relate to the contract.

Identify and utilize Sourcewell resources: Contract Administrator, Landing Page, Membership, Usage Reports, Vendor Access.

Create contract talking points & confident Sourcewell message.

Present your Sourcewell contract to retain current customers and drive new business.

Establish flagship customers.  
No one wants to be first.



# Don't Hesitate to Reach Out



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