

# CASE STUDY – BID-IQ WITHIN ENTERPRISE BUSINESSES

## THE CHALLENGE

Our customer is one of the biggest logistics companies in the world, with a turnover in excess of \$1bn.

One particular area of expertise in the UK is contract logistics, and when the opportunity arose to bid for managing the complete supply chain for a global telecoms provider they knew that they needed to pull out all of the stops to win.



> Global Logistics Company

## THE SOLUTION

Sales Engine had already delivered a number of key presentation and bid projects for their business, and our consultants were asked to support all of the phases of the bid from initial PQQ right through to the final presentation.

At all key stages of the process we worked with the customer sales team to confirm the understanding of the requirements, evaluate options and agree messaging and format for the responses. As an interested and concerned third party our role was to challenge the internal thinking and bring ideas and innovation for new approaches.

For 4 months and across 3 separate bid documents and 2 pitches we supported the team to create submissions that got ever more precise and complex. Innovations included creating a unique PowerPoint based presentation that blended slides and document styles so it could be both presented as a clean and elegant slide but also handed out as a full standalone document to the attendees at the end.

## THE RESULT

After a lot of hard work from a team of more than 20 people, our customer was successful in landing the 5 year contract worth in excess of £130m.

This was the culmination of considerable effort, and just reward for a team that had always strived to find new ways to convey and present the information.

**“The Sales Engine team proved invaluable in helping us navigate our way through a complex bid process, inputting new ideas and challenging our internal team’s thinking along the way”**

Director of Sales Northern Europe

0800 328 0817