

CASE STUDY

eleks

Understanding procurement to increase sales conversions

PAIN POINT

eleks, a global software engineering organization needed to increase their sales conversions. One of their key challenges was getting past the professional procurement organization, which can be a challenge to navigate if you do not understand how best to build and present your proposal.

SOLUTION - UNDERSTANDING PROCUREMENT

1. Introduction provided to the procurement process and key decision points
2. Detailed review of the critical factors that impact supplier selection
3. Understanding of how procurement is measured on a "good" deal
4. How to identify the key procurement decision-makers
5. Critical factors to consider when pitching to procurement
6. How not to negotiate with procurement

SOLUTION - APPLICATION TO THE SALES PROCESS

1. Detailed analysis of eleks sales process and RFQ responses
2. Critical assessment of key factors that need to be improved on the RFQ response documents
3. Established a process to understand how to engage with the right stakeholders at the right time in the procurement process
4. Key updates to the proposal document. For example, the Generation of an executive summary that makes critical items to the buyer front and centre;
 - a. Price and non-re-occurring costs
 - b. Lead time to deliver service
 - c. Clear visual demonstration to show how technical requirements are met
5. Clinics to address case-specific negotiation challenges

AT A GLANCE

CHALLENGES

- Lack of sales conversion
- Struggling to understand buyer requirements

IMPACT

- Sales process updated to consider the needs of procurement
- Understanding how to stand out from your competitors
- Increased sales conversion



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"We have been seeking to increase our sales conversion and engaged Brace Associates to pull together an assessment of our current proposals as well as areas that need to be improved on in the pitch. Brace provided clear improvements, as well as unique insights that we need to consider from the perspective of the buyer, which should, significantly improve sales conversion rates"