

merc

minnesota
employee
relocation
council

34th Annual Conference
McNamara Alumni Center
University of Minnesota
February 13th, 2018

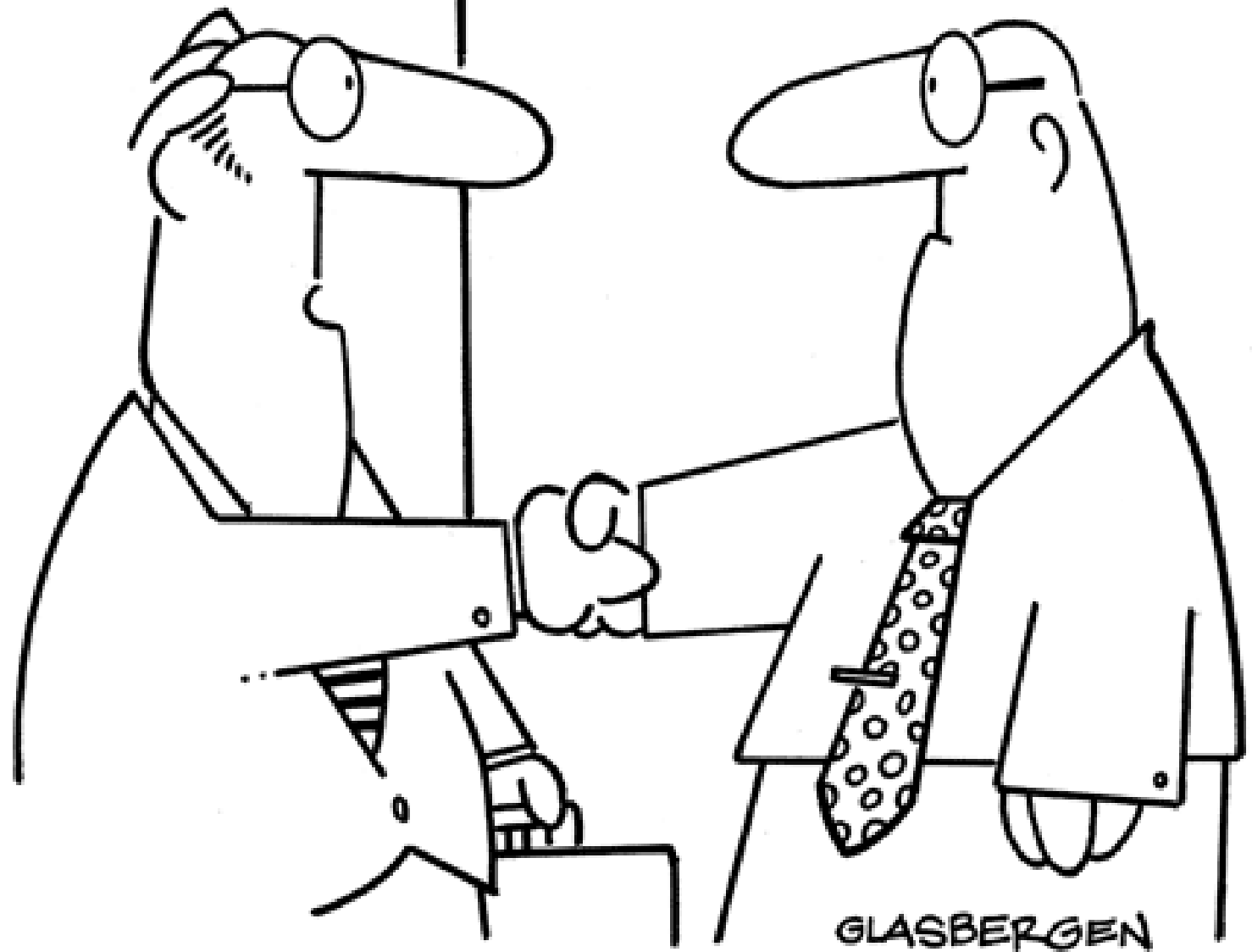
Your RFPs Could Be So Much Better!

RENEW,
Rejuvenate,
RELOCATE!



**“Words are, of course,
the most powerful drug
used by mankind.”**

Rudyard Kipling



“Can we swap glasses? It helps me see things from the customer’s point of view!”

Understand **YOUR** Scope of Services

- Clearly define what services you are going to expect the relocation company to manage
- Look to your policies for guidance



This includes a lot of areas you may not initially think of such as:

- Service model you expect
- Team configuration and experience
- Integration with current suppliers
- Integration with technology
- What type of funding you expect
- Technology/Reporting requirements
- Contractual requirements



Learn About the Marketplace

- Who is out there and how do they position themselves
- Business strategy of a potential suppliers
- Financial Stability
- Global coverage



Have Your Facts Ready!

Volume information

- # Homeowners
 - GBO, BVO, Direct Reimbursement, Unsupported
- # Renters
- # Short-term Assignments
- # Lump sums
- # Candidate/Intern
- # International moves
 - # of Long-term assignments
 - # of Short-term assignments
 - # of Employees currently on-assignment
 - # of Employees expected to be on-assignment receiving support



Have Your Facts Ready!

- Current average home sale/purchase value
- Average duration of assignments
- Currently policies or proposed policies
- How you want to fund your program?
- Will billing be centralized? If not how many locations will be billed?
- Any existing contract with suppliers that vendor is required to utilize?



Getting an RFP Right Doesn't Have to be Hard

Do's

- Get various sample RFPs to create YOUR OWN RFP from
- Pre-select invitees to limit confusion and overlap
- Carefully construct your pricing sheet and questions
- Ensure that your scope is clearly defined
- Include your policies with the RFP
- Ask very specific questions about your program/your pain points/your scope



Getting an RFP Right Doesn't Have to be Hard

Don't

- Take a generic RFP and just send it out. Cull it down to what you are REALLY interested in. More questions will not necessarily make your decision easier
- Don't ask me to “explain my entire process for “X”” and then only give me 250 words to do it in
- Ask the same question six different ways – it confuses us
- Use a generic pricing sheet, use one that is tailored to your need
- Limit the Q&A period or only have one chance to submit





**KEEP
CALM
AND
DIFFERENTIATE**

“There are only two or three things that constitute the difference between good and great in our industry. If you want to win you **must use the 90/10** rule to set yourself apart from the competition.”



The 10% advantage
can result in a

100% difference

What is your RFP Agenda?

merc

minnesota
employee
relocation
council

1. To sell your 10% leverage
2. To take away prospect fears
(People, process, technology and experience)
3. To appeal to time, money or risk.



A Well Written RFP

You must remember that you are being scored on a rubric

- It must have a theme
- Never only depends on cost
- It must answer their questions
- It must be clear and concise



A Well Written RFP

- You must find areas to enhance what can be a cold lifeless document and use it to your advantage
- You must meet **THEIR** needs for what an ideal partner is
- Never assume the reader understands everything about your industry so you need to be very clear in your writing



CORPORATE ATTENDEES

Please put your earmuffs

ON NOW!



7 Tactics for Breaking an RFP

merc

minnesota
employee
relocation
council

1. Cast a wider net
2. Get answers any way you can
3. Learn everything you can about the incumbent
4. Be the smartest person in the room
5. Direct language and change the understanding of success
6. Explain your reasons for not participating in the process
7. Seek forgiveness rather than permission



merc

minnesota
employee
relocation
council

34th Annual Conference
McNamara Alumni Center
University of Minnesota
February 13th, 2018

Thank You!

RENEW,
Rejuvenate,
RELOCATE!

