

Business AdvantEdge Request for Proposal

Submitted by: _____ Date submitted: _____

Vendor Name: _____

Product/service description _____

Headquarters' Address: _____

City: _____ State: _____ Zip: _____

Phone #() _____ Fax #() _____

800 #() _____ Other: () _____

Web site: www. _____ E-mail: _____ @ _____

Day-to-day Contact: _____ Title: _____

Phone #() _____ E-mail _____ @ _____

Contact Supervisor: _____ Title: _____

Phone #() _____ E-mail: _____ @ _____

Who maintains your database for member additions/deletions/changes?

Name _____ Title _____

Phone #() _____ E-mail _____ @ _____

Your Company Profile

1. Describe your company. How long has your company been in business?
 2. With what major corporations/associations/groups do you currently have preferred vendor or national account agreements? Please list references.
 3. Please list your company's strengths and what distinguishes you from your competitors?
 4. Please list credentials, awards, etc.
 5. Please describe your products or services. Please attach samples, brochures, corporate report, etc.
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Technology and Reporting

1. Can your product or service be purchased via your website?
2. Describe the safeguards you have in place to protect the members' on-line sales?
3. Will you create a "splash page" or "private label" area on your website for our members?
4. Describe your internal system for tracking BA Association member transactions for purposes of reporting and compensation (by member name, phone number, PIN number, etc.). including the frequency (i.e., monthly/quarterly) and method of reporting (CD, e-mail or hard copy).
5. Do you offer a Tech Help Desk? Do you charge services fees for Tech help?

Member Benefits

1. What is your company's **standard** business client offer (i.e., standard commission, incentive, discount or pricing)?
 2. Describe in detail your proposed **Business AdvantEdge** features and benefits.
 3. Will you make special staff or phone lines available to our members?
 4. Describe your problem resolution policy and procedures.
 5. Will BA members who currently use your products or services be included in these benefits?
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Contract Royalty and Marketing Budget

1. Will you agree to a multi-year contract?
2. Please detail your proposed BA HQ compensation schedule (i.e., overrides, rebates, royalties, commissions, and/or referral fees, etc.).
3. Will your proposal include scrip, product sampling or in-kind benefits?
4. Are you able and willing to give us member referrals?
5. Please state what is important to you that we have not covered in this area.

Marketing

1. Please define your target customer.
 2. BA and its participating Associations are able to reach their membership through a variety of communication and marketing vehicles including member extranets/websites, broadcast faxing and emails, direct mail, newsletters, etc. Please list your BAE allocated annual marketing budget here (see education budget below): \$_____
 3. List your marketing vehicle preferences (i.e., fax or email broadcast, direct mail).
 4. Will you customize your brochures or other collateral material?
 5. Will you offer BA exclusive (customized) marketing promotions?
 6. Please state what is important to you that we have not covered in this area.
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Education and Sales

1. Please describe your product or service training available to our members and/or staff.
2. Are you willing to participate in the BA Association Tradeshows and Conferences? What is your proposed annual education and meeting budget for BA? \$_____
3. Please describe your sales staff including in-bound and out-bound telemarketing as well as field sales people.
4. Will you participate in our Regional Training Seminars, Trade Shows and Conferences at some level? Please refer to our Marketing Proposal.
5. Please state what is important to you that we have not covered in this area.