

Rebid Matrix

Renew

Start

Are you wondering if your sales team will win a rebid on a large account? Ask these five questions to help predict whether or not your sales team will win the rebid.



1 Has your account team resolved all service problems completely?



Address issues as quickly as possible and make sure your solution thoroughly resolves the problem. If your fix is temporary, you will lose credibility; however, the damage may already be done and you may lose the rebid.



Good job! You have resolved issues properly throughout the contract. You are in a strong position to win the rebid.

2 Has your sales team responded in a timely manner?



Keep up the good work and continue moving forward!

3 Has your sales team offered proactive ideas not covered by the RFP?



If you don't develop a proactive solution that extends beyond the basic requirements of the RFP, your competitors will likely beat you to it.



17% of prospects that cited the sales team as a factor for why they didn't buy from a provider mentioned timeliness was an issue. A late response might jeopardize your chances to win.



Prospects are looking for partner-level proactive ideas from providers, not just during the bidding process, but throughout the contract. Don't stop offering proactive ideas when you win the rebid.

4 Has your sales team offered value-added programs?



Offering a differentiated value is at the heart of selling. By offering value-added programs, you can set your company apart and strengthen your chances of winning a rebid.

12% of the prospects that cited the sales team as a factor for why they didn't buy from a provider mentioned a lack of value-added programs. You may need to add value-added programs to your offerings if you want to win.

5 Has your sales team maintained a connection with key decision maker(s)?



A genuine connection with decision makers can make or break a deal. Looks like your sales team is on its way to winning the rebid!



If the sales team has lost touch with decision makers during the contract period, it may be difficult to regain this connection during a rebid.

