**Commercial in Confidence**

**Invitation to Tender for Tele Marketing and Client Acquisition call off contract**

Background

Business West is a key player in delivering export solutions to businesses in the South

West, \*UK Trade and Investment (UKTI) is one of its core services.

\*\*The Enterprise Europe Network runs along side this core service and the Bristol Chamber of Commerce provides export documentation services and online support.

Client Acquisition

You are invited to submit a tender for the provision of qualified appointments for companies to subsequently engage with UKTI. We are looking to engage with a company on a call off basis over the next three years to provide lead generation/qualified appointments.

The first tranche of work will commence in mid September and will involve the generation of appointments for Passport to Export program

Geographical Area

The operational area of the South West region encompasses the counties of, Cornwall, Devon, Somerset, Dorset, Wiltshire, Gloucestershire and the Bristol area

First Appointments

Your activity would be to contact lapsed UKTI clients and to make First appointments for our International Trade Advisers

Price

We ask that you provide a price per first appointment for our international Trade Adviser teams and details of any other associated costs

The total price of this call off contract will not exceed £30,000 (Thirty Thousand Pounds) exclusive of VAT

The estimated value per year is £10,000 exclusive of VAT

Your tender should include payment terms and a profile of invoicing over the term of the contract

Performance

The successful applicant will be expected to :-

1. Generate qualified appointments with customers who are receptive to engaging with UKTI
2. Demonstrate the success of the campaign 30 days after the completion of the contract and provide regular reporting
3. Provide a sample call script which demonstrates understanding of the UKTI Services
4. Provide a schedule of appointment generation
5. Work with Business West to ensure a clear and simple process is agreed to record client data and pass appointments in a timely fashion to the Business West Team

Contract Duration

The contact will commence as soon as possible after contact award and will end three years later.

Process

Within your offer we ask that you briefly explain your process of work and your Project Management process.

Databases

A data base of leads will be provided by Business West

Bid Pre-Qualification

Applicants are required to provide evidence of the following in respect of the scope of work defined :-

1. Experience and understanding of International Trade
2. Understanding of current UKTI Services
3. Successful track record of working with UKTI and/or similar business support organisations

Tender Evaluation

Your tender will be evaluated upon the following criteria

* Perceived ability to deliver quality leads
* Capability and capacity to deliver the quantity of quality leads
* Value for money

Clarification Questions

Any questions relating to the clarification of any aspect of this Invitation to Tender must be made in writing via email to [tracy.ruff@uktisouthwest.org](mailto:tracy.ruff@uktisouthwest.org)

Deadline for tenders

Please provide your tender emailed to [paul.coopey@businesswest.co.uk](mailto:paul.coopey@businesswest.co.uk) and entitled:-

Tender for Telemarketing and Client Acquisition : name of your company

The closing date for receipt of tenders is the 4pm on the 24th August 2015

Contract award

The contact is expected to be awarded by mid September 2015 and work will begin very soon after

Glossary of terms

**\*UK Trade & Investment** - a government organisation that helps companies in the UK

do business internationally and overseas enterprises seeking to set up or expand in

the UK.

**\*\*EEN The Enterprise Europe Network**- helps small businesses to make the most of

the European marketplace. Developing business in new markets, sourcing or licensing

new technologies and accessing EU finance and EU funding.