## UKTI_RGB_HORIZONTAL_SML_AW.eps

## CORP_RGB_LOGO.jpg

## http://www.cmsdistribution.com/wp-content/uploads/2015/06/http-www.southernassembly.ie-images-uploads-LogoERDF_Col_Landscape.jpg

## Commercial in Confidence

##### Invitation to tender for innovate2succeed telemarketing support

##### Background

##### innovate2succeed is an innovation coaching programme running across the Swindon & Wiltshire and Heart of the South West LEP areas. This is an ERDF and Innovate UK funded programme designed for ambitious high growth businesses to help stimulate growth through innovation. Here's a link to the webpage which gives more detail - <http://www.businesswest.co.uk/about/partners-programmes/innovate2succeed>

##### The project started in 2016 and whilst we have a number of companies in our pipeline there is a need to increase this figure in order to achieve outputs. Currently we've a barrier in generating appointments in our innovation specialist’s diaries. To overcome this we are looking for help to improve business engagement and hope to do this through a targeted telemarketing campaign.

##### Business West is the local delivery partner for innovate2succeed in the Heart of the South West and Swindon & Wiltshire LEP areas. In addition to the innovate2succeed project, Business West also runs a number of other public sector contracts in the South West including the Department of International Trade service and the EU funded Enterprise Europe Enterprise (EEN) which are support programmes aimed at small to medium size businesses (SME) to help boost innovation, enterprise and international trade.

##### Open call for proposals

##### You are invited to submit a proposal for the provision of telemarketing services to generate adviser appointments for the innovate2succeed support programme for SME’s.

Business West seek to award a contract to the successful bidder for the generation of 180 client appointments across the Heart of the South West and Swindon & Wiltshire LEP areas (90 in each) in a campaign ending by the end of April 2018.

**Total contract value**

Up to £18,000 exclusive of VAT

**Deadline for responses**

12.00 noon 29th December 2017

Proposals to be submitted in Microsoft Word or PDF format and sent via email to [procurement@businesswest.co.uk](mailto:procurement@businesswest.co.uk) to be received by the deadline above. Proposals to be marked ‘**innovate2succeed Telemarketing** with the name of your company and primary contact details including email address. Acknowledgement of proposals received by the deadline will be sent by email.

## The successful bidder will be informed as soon as possible after all proposals received have been evaluated by a procurement panel.

If you have any clarification questions relating to this invitation to tender please contact in writing via email by 18th December 2017

David Riddell

Project Manager – innovate2succeed

Email: [david.riddell@businesswest.co.uk](mailto:david.riddell@businesswest.co.uk)

##### Requirements

We are currently running an innovation coaching programme across the Swindon & Wiltshire and Heart of the South West LEP areas. This is an ERDF programme designed for ambitious high growth businesses to help stimulate growth through innovation. Here's a link to the webpage which gives more detail - <http://www.businesswest.co.uk/about/partners-programmes/innovate2succeed>

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We've recently ran a very successful telemarketing campaign to generate 64 appointments in our advisers diaries. These appointments were met and resulted in a 60% conversation rate to clients signing up to the programme. The call process which was used is attached for your information.

As a company who has experience in delivering business engagement programmes, I wondered if you would be interested in quoting for this project.  We would like the campaign to start week commencing December 2017/January 2018 over a period to April 2018 and wish to generate 16 telephone appointments per week, with 180 appointments being booked in total, ideally 90 appointments being secured in each area.

We anticipate data will need to be purchased for this campaign.

An additional optional service that would be of interest is capturing information to allow us to perform a data cleanse of our customer data. This is anticipated to involve capturing any relevant information about the client during the call and feeding back. Desired data fields will be given.

The innovate2succeed project team will work with you to identify key target sectors and allocated booked appointments to advisers. You will be provided with appropriate marketing materials, a Business West email address and support to understand the project offering. An outline call process is given in the attached document.

**4.0 Proposed charges**

Please provide a breakdown for your proposed charges for the generation of 180 appointments. **This** **must include VAT.**

**5.0 Selection criteria**

## Preferred supplier selection will be based on the following criteria:-

1. Solution meets all of the primary requirements set out in this invitation to tender
2. The expertise and qualification of the supplier:
   * Experience of engaging businesses for business support programmes
   * Experience on ERDF and Government funded projects
   * Experience of engaging at senior management or board level
   * Evidenced experience
3. The ability of the supplier to perform the work on time and within budget
   * Resource – dedicated experienced staff working on campaign
   * Methodology – campaign process clearly defined
   * Call framework – clearly defined process
   * Checking eligibility – questioning techniques
   * Capturing objections for feedback

**6.0 Ongoing Project Management**

## The preferred supplier will liaise David Riddell, Project Manager – innovate2succeed, Business West.