



# ASI SOLUTIONS

## SUCCESSFULLY TENDERING FOR GROWTH

### Value at a glance

- Increased revenue through successful tendering
- Account team free to focus on clients
- Consistent winning messages

### AN EDUCATED APPROACH TO GOVERNMENT

ASI Solutions is an IT services business, delivering innovative IT solutions throughout Australia. Founded by two teachers, who saw the potential for technology in the classroom, ASI, now run by the next generation of the founding family, still focusses heavily on the Education sector, as well as on other federal and state government departments. They have built a reputation for great service and expertise in technology supply support.

Dealing with government is rewarding, but demanding. Government contracts generate significant revenue but are awarded through a rigorous tendering process that takes time and skill to handle.

### FREED UP ACCOUNT MANAGERS

ASI have a long history of success with Government, but as they grew, the demands of bidding for everything they wanted to was outstripping the capacity of their client facing teams. "Our business development managers and account managers are at their best when with the client, understanding requirements, developing relationships and managing our ongoing business", says Justin Lowe, Executive Director at ASI. "Responding to tenders is part of their role, but it requires quite a different skillset. Not to mention the time it takes, time when they are tied to their desks, rather than being with their clients."

ASI therefore decided that specialist help was needed, and engaged Words2Win to manage a number of their Government tender responses, at State and Federal level.



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## WIN THEMES – THE FOUNDATION OF A GREAT PROPOSAL

For each response, Words2Win firstly engages with ASI's executive leadership and account team to establish the key win themes. "The win themes are essential", says Justin, "they summarise the ways in which ASI can meet the client's requirements, how we differentiate ourselves and what our key messages need to be for that particular opportunity."

Once the win themes are established, Words2Win manages the process of building the response document, liaising with all parts of the business, from the client facing account team, to the services team, HR, Marketing, Procurement and leadership. "There is no such thing as a 'standard' response", says Justin. "Every RFP is different and although we might re-use some material, it's really important to answer exactly what that particular client is asking. Words2Win pulls together all the required material and shapes it into a response that clearly answers each question and articulates our value."

## NOT JUST TECHNOLOGY – THE GROWTH OF SOCIAL PROCUREMENT

Justin adds "Almost all Government tenders now include not only a requirement for technical and service capability, but they are looking for suppliers who share the public sector's commitment to social procurement objectives. We've responded to tenders that ask about our policies for engaging with aboriginal businesses and social enterprise, our domestic violence policy, our policy to ensure against modern slavery, as well as our environmental and sustainability policies. Words2Win have been extremely valuable in this area too, helping with research and making introductions to appropriate social procurement organisations".

## SUCCESSFUL OUTCOMES

The proof of any tender is in the result, and ASI's results since engaging Words2Win have been very positive, with a very high success rate. "Words2Win are totally committed to helping us win, so much so that they put their money where their mouth is and reflect that in their fee structure", says Justin, "so we feel we are working with a partner who is really committed to helping to grow our business."

