

Supplier Resource Guide

An integrated marketing plan

Introduction

Welcome to the Sourcewell family of preferred suppliers and contracts.

We understand the value of cooperative purchasing, as well as the importance of providing the best solutions for our clients. You know how you got here; but you may be asking, “Now what?” This guide serves as a roadmap for your journey with Sourcewell.

In the pages to follow, you will find information and resources to assist you in your marketing efforts. Please know, we are always here to answer your questions and help you each step of the way. We encourage you to get to know your respective supplier development team because they will be one of your biggest allies throughout this journey.

Once again, thank you for pursuing a sales path with Sourcewell. We hope you find this is an advantageous resource as you reach out to government, education, and nonprofit participating agencies we serve.

What sets us apart?

We are purpose driven

We are a government agency empowered by state statute to serve our public-sector participating agencies. Our employees passionately serve and are committed to helping our clients succeed in order to fulfill their own public-service missions. We strategically reinvest in regional programs and national partnerships.

We are independent

As a self-sustaining government agency, we, with oversight from our board of publicly elected officials, are able to develop timely, market-driven solutions for participating agencies. Not beholden to shareholders, we move decisively to serve our clients and invest in our business for long-term growth.

We are leaders

We are a market leader with a track record of innovation and growth across all our services. Our strong buying power and solid reputation help us bring world-class brands, well-regarded programs, and nationally respected experts to our participating agencies. We continue to innovate to deliver the category-leading solutions.

We are operationally excellent

We have standardized our processes and technology around best practices. Our highly qualified professionals execute with skill and precision to deliver strong, reliable results.

We are relationship oriented

We view our relationships from a long-term perspective. We offer a comprehensive selection of solutions and excellent customer service to address the wide-ranging and evolving needs. By regularly interacting with our clients, suppliers, and partners, we ensure our solutions are practical, easy to use, and dynamic to perform well over time.

Our brand elements

Our awarded contract logo reflects the foundational attributes of being a government agency and a client-driven organization. The logo exudes strength and power in numbers—a diverse group all united and pulling in one direction, with the whole being greater than the sum of its parts.

Our logo comprises five elements: the Sourcewell wordmark, the community symbol, the transition line, the awarded-contract designation, and contract number. Each of the logo elements is in a fixed relationship to one another and should never be altered, modified, or repositioned in any way.*

The primary font for Sourcewell communications is based on the font used for the name itself; Source Sans is a clean, modern font with even weights that reflect the pathways in the symbol, and also has a slightly condensed proportion that makes it highly flexible and efficient with space.

Source Sans is an opentype Google font and is part of the Adobe Creative suite Typekit. It can be used for print as well as web free of charge.

*Multiple contract holders can also use a single generic awarded contract logo with applicable contract numbers listed below the logo.

Awarded contract logo



- 1.5 inches or larger is the preferable size on any advertising piece.
- 1 inch is the smallest usable size to maintain readability.

Color



PANTONE 144
CMYK: 0/49/100/0
RGB: 237/139/0
HEX: ED8B00



PANTONE 2167
CMYK: 70/42/21/19
RGB: 80/109/133
HEX: 506D85

Font

Source Sans Pro Regular



Cooperative contract selling

We'll help you plan, prepare, and succeed

Tips for creating a successful sales and communication strategy

1. Request contract training from your company or Sourcewell.
2. Familiarize yourself with your company's:
 - Contract and documentation
 - RFP submission
 - Supplier contract landing page
 - Sourcing clause
 - Pricing structure
3. Develop a Sourcewell-specific sales plan with a breakdown of customer verticals.
4. Develop a business plan to convert current customers to Sourcewell registered users.

Plan and prepare

1. Send your customer an email with digital links to the Sourcewell supplier landing page, the "The Sourcewell Advantage" video, marketing materials, and other relevant links.
2. Before scheduling the meeting, develop a Sourcewell packet to use as a meeting handout.
3. Prepare for the meeting by anticipating any questions and come prepared to provide answers.

Questions and talking points

1. **Consider leading with the following questions:**
 - Are you familiar with cooperative purchasing?
 - Are you able to use national cooperative contracts?
 - Are you familiar with Sourcewell?
2. **Explain who Sourcewell is and how we work.**
 - Describe the value and advantages of your company's Sourcewell contract.
 - Clarify why Sourcewell is a good fit for your customer.
 - Mention that Sourcewell has more than 400 category-leading contacts.
3. **Summarize your conversation and follow up with expectations.**
 - Verify the timeline for potential PO.
 - Ask if they are willing to share the value of Sourcewell with their peers.
 - Offer to provide additional information about Sourcewell and the contracting process.

Newsletter article submission guidelines

Validating the power and value of cooperative contract purchasing

Our 50,000 participating agencies are waiting to hear how your contract helps them save time and money. *The Source* is distributed quarterly to Sourcewell user verticals via email.

Have a story about how a new or existing customer has benefited from your Sourcewell contract? Share a link to where you've posted the story or provide a Word document of no more than 600 words along with 2-3 high-res images (JPGs).

Deadlines

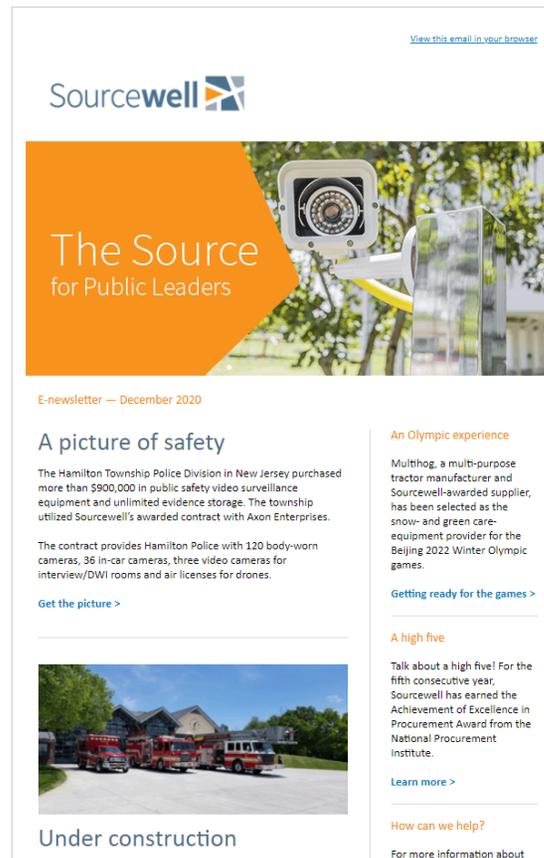
Q1	Feb 1
Q2	May 1
Q3	Aug 1
Q4	Nov 1

NOTE: Sourcewell may edit the content you provide. Two or three articles per vertical newsletter will be featured each quarter. Submissions may also be used for other promotional purposes by Sourcewell.

We want success stories

Examples:

- Just in Time for Kickoff
<https://news.sourcewell-mn.gov/just-in-time-for-kick-off/>
- Alabama County Clears Roads More Quickly with Cooperative Purchasing
<https://news.sourcewell-mn.gov/alabama-county-clears-roads-more-quickly-with-cooperative-purchasing>



View this email in your browser

Sourcewell

The Source for Public Leaders

E-newsletter — December 2020

A picture of safety

The Hamilton Township Police Division in New Jersey purchased more than \$900,000 in public safety video surveillance equipment and unlimited evidence storage. The township utilized Sourcewell's awarded contract with Axon Enterprises.

The contract provides Hamilton Police with 120 body-worn cameras, 36 in-car cameras, three video cameras for interview/DWI rooms and air licenses for drones.

[Get the picture >](#)



Under construction

An Olympic experience

Mulhogg, a multi-purpose tractor manufacturer and Sourcewell-awarded supplier, has been selected as the snow- and green care-equipment provider for the Beijing 2022 Winter Olympic games.

[Getting ready for the games >](#)

A high five

Talk about a high five! For the fifth consecutive year, Sourcewell has earned the Achievement of Excellence in Procurement Award from the National Procurement Institute.

[Learn more >](#)

How can we help?

For more information about

Supplier Portal website

We've designed a website exclusively for you.

Put sales support at your fingertips with the Sourcewell Supplier Portal — a website designed exclusively for you, our supplier. Anyone selling through Sourcewell awarded contracts can access the portal, so please pass this information on to your sales teams and dealer networks.

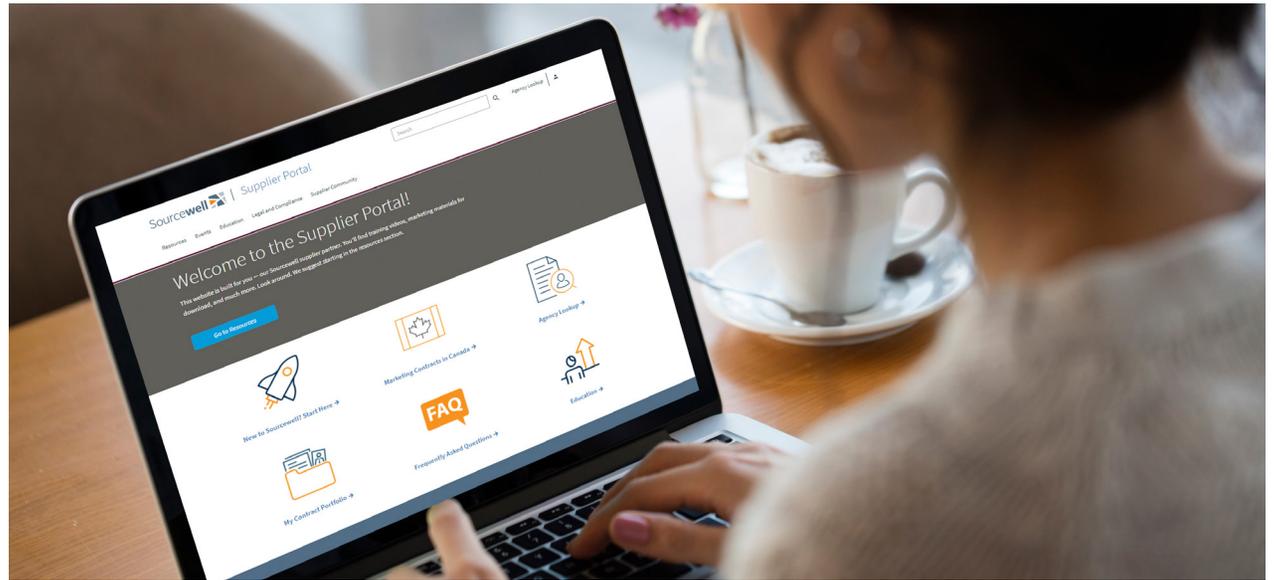
Ready to get started? Log in at:
<https://supplierportal.sourcewell.org>

As new users, you will follow the 'create an account' process.

Be sure to follow the onscreen help to add all the contract(s) you use in the field labeled 'Sourcewell Awarded Supplier(s) I Represent.' The contract information you choose here will load under the home page icon 'My Contract Portfolio.'

This portal is already filled with great information, and we are just getting started. You are invited to navigate the site to interact with us and make suggestions for future features. Thank you in advance for using this valuable sales tool to offer your contracted products and services to our participating agencies.

If you have any questions, contact a member of your supplier development team.



Useful tools design with you in mind.

Here are some of the key benefits:

- Designed to be the go-to-destination for contract information, including material previously found on our main .gov website
- Built from the ground up exclusively for Sourcewell awarded suppliers and their authorized sales representatives, so you can easily find relevant, contract-related sales support
- Filled with confidence-building materials to learn about and market an awarded contract, including the latest procurement news, local regulations, and contacts for connecting with other awarded suppliers

Advertising

Publications and digital advertising help create a memorable impression in the minds of customers.

Sourcewell regularly advertises in state and national publications.

If your organization advertises in these or other public-sector media, include the awarded contract logo within your ad for increased visibility and recognition.

By publication

AASA School Administrator	Government Fleet	Recreation Management
APWA Reporter	Minnesota Fire Chief Magazine	The Municipal
California School Business (CASBO)	MSW Management	University Business
Education Procurement Journal (NAEP)	NYSAC	

Associations



** Accredited by the University of Texas System

* Sourcewell has an agreement with the Association County Commissioners of Georgia (ACCG) to allow Georgia counties to participate in cooperative purchasing.