

Global Foods

with BidSync™ LinksPlus Bid Notification Software

BidSync™ LinksPlus

POWERED BY Periscope

With so many target customers, Global Foods was finding it difficult to focus on growing all of their markets successfully. It was a challenge to uncover new business, mainly because the company was using time-consuming and inefficient methods to search for bid solicitations on the internet and on government websites.

CHALLENGE

Global Foods receives most of its contracts from educational institutions, as well as healthcare, military, and correctional facilities. They also serve other government agencies with dining rooms. Employee productivity and company profitability was decreasing with each salesperson tasked to search dozens of individual websites for solicitations, and many put the task on the back burner to prioritize more urgent current customer needs, causing the company to miss out on bid opportunities.

“Each correctional facility, school district and agency has its own website where solicitations are posted,” said Steve Saunders, director of national procurement for Global Foods. “We would have to search every site manually, which not only took up valuable time, but also caused us to miss potential opportunities.”

The company needed a solution that would allow their entire sales force to find bid opportunities quickly and easily using one single source. They wanted a comprehensive, nationwide database that would allow each sales person to customize bid notifications to fit

his or her needs. Specifically, Global Foods looked for a solution that leveraged a team of expert researchers to find and deliver opportunities immediately as they posted. Global Foods wanted to be confident that the service they invested in would be diligent in serving their business interests every day. That’s why they also wanted a service that filtered out irrelevant postings so that the sales team, in turn, could hone in on bid opportunities most relevant to them and connect with the agencies most likely to benefit from their products and business model.



www.globalfoodslv.com

SOLUTION

Global Foods looked for a bid notification and tracking solution that not only identified relevant public sector opportunities quickly, but also streamlined the bid tracking and submission process. They evaluated a number of products and services and chose Periscope Holdings' BidSync LinksPlus™.

They were impressed by the fact that it is the largest bid notification service in North America and that it gives subscribers access to almost a million bid opportunities annually. In addition, the BidSync LinksPlus portal delivered bid opportunities from every market segment that Global Foods targeted, which was a very attractive feature. In fact, their sales reps were able to find more relevant bid opportunities via their BidSync LinksPlus subscription than through any competing product — mainly due to the proprietary search and extraction software that BidSync uses in addition to BidSync service's team of expert researchers.

“We really like our BidSync LinksPlus subscription because it's easy to set up and you get your bids automatically every day,” said Sanders. “We're a national company and our sales reps customize their notifications and watch the bids for the territories they cover. Periscope's BidSync LinksPlus service makes it easy for us to catch opportunities and not miss anything.”

Plus, the sales force at Global Foods saves significant time each day since they no longer need to visit the sites of individual agencies to find bid opportunities. They no longer have to scan down long lists of opportunities that do not fit the company's service profile or their areas of responsibility to filter out the ones that do.



RESULTS

Global Foods' sales have increased since subscribing to Periscope's BidSync LinksPlus service. They've been able to quickly identify bid opportunities and respond in a timely manner. And while the company has been able to identify new potential markets — and clients — for their products using the BidSync portal's comprehensive bid search and tracking tools, government agencies are increasingly finding the company via the portal as well. In fact, Global Foods' profile is gaining so much visibility in the BidSync LinksPlus portal that many public sector agencies are proactively reaching out to company to offer additional bid opportunities.

“We have been able to win several new clients and grow the company via the extensive number of opportunities we've identified through our BidSync LinksPlus subscription. I'm actually reviewing a bid right now that we were invited to submit for,” said Sanders during a recent conversation with the Periscope Holdings team. “The BidSync service is

recognized by our company, and particularly by our sales team, as one of our most valuable tools for continued success.”

Every bid that Global Foods has submitted electronically through the BidSync LinksPlus portal has saved the company time and money.

“There's no question that it's more difficult to respond to bid solicitations using other methods, such as paper submissions. Usually we're on a tight timeframe and it's time consuming to have to make copies and send packages of documents overnight. It's definitely easier to submit electronically via the BidSync LinksPlus portal,” said Sanders.

CONCLUSION

Using BidSync, Global Foods has been able to devote the time it saves on bid research and business development to increasing its involvement in community programs.

Global Foods has been able to help many less fortunate children and families in Las Vegas through the National Assistance League, Operation School Bell, The Kids on the Block and Operation HUG. Thousands of people have benefited from the time Global Foods has saved since subscribing to the BidSync LinksPlus service — and now has time to give back to the community.



HOW PERISCOPE'S BIDSYNC LINKSPLUS SERVICE CAN HELP YOU

BidSync LinksPlus, powered by Periscope, is a search and daily bid notification service that enables vendors and service providers such as yourself to access active contracts and bid opportunities from more than 90,000 state and local, county, municipal, military and Federal agencies. As the largest bid opportunity database in North America, BidSync LinksPlus gives you access to over one million public sector solicitations that are posted yearly across all categories. Plus, Periscope's in-house research team and proprietary bid extraction software does all the heavy lifting

of identifying and posting the opportunities not automatically submitted to the database by Periscope's in-network government agency partners. All you have to do is set up alert profiles through the BidSync online portal, review relevant RFP information, and submit a strong proposal. In other words, the BidSync service saves you time and money and increases your growth potential while reducing the risk of missing opportunities — a common issue with manual RFP searches. For more information, visit www.periscopeholdings.com/bidsync or call 1-800-990-9339

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SYSTEM IN THE U.S.

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