



Equalis Group Winning Together Video Series

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Winning Together Video Series

Let's be honest – the primary driver for sales reps is making the most of the easiest tools they have to win business and make money.

Enter Equalis Group and the already-procured, competitively solicited Master Agreement with your company.

The Equalis team trains and engages with hundreds and thousands of our supplier partners' sales representatives, dealers, resellers, and distributors each year. Why? Because engaging directly with our supplier partners' sales channels is critical to our mutual success. To winning and retaining business. To beating the competition. To helping the end customer achieve their goals and better fulfill their purpose.

We field tons of questions, whether during these trainings, in one-on-one interactions, via email, in follow up discussions, you name it. Not surprisingly, there are many commonalities across the questions that are raised. And we have found that not all the questions are raised during the trainings, when we can respond live and in person. Questions come up after sales reps and dealers have an opportunity to think about what we shared during the initial training. And if we don't have another training scheduled, those questions often remain unanswered, which is unacceptable to us as a supplier-centric cooperative.

We concluded that our live trainings aren't enough. Certainly, they are engaging, informative, and fun. There is always a lot of back and forth. Attendees often say how much they learned and how they haven't had the same kinds of interaction with any other cooperative. But our live trainings alone are insufficient to accelerate your ability to win and win big.

Josh Fitzgerald, our Executive Vice President of Sales, and David Akers, our Executive Vice President of Marketing & Supplier engagement, teamed up to develop an on-demand video series that addresses the most commonly asked questions we've heard. The videos were produced by our self-proclaimed brand ambassador, David O'Meara. The executive producer is anonymous and there is no key grip. No, we did not use makeup. No, the outtakes are not available. And no, we have not won any Emmy's. Well, at least not yet.

These videos are posted on a private YouTube channel. You can only watch them if you have the link to the [playlist](#) or the links to the individual videos. These videos are available exclusively to Equalis Group's supplier partners and, by extension, their sales teams, their manufacturers, their authorized resellers, their dealers, and their distributors. The following pages of this document provide the titles of each video, a short write up regarding the subject matter, and a direct link to the video itself. Please keep these videos within the family – don't share them with your competitors or ours, or with end customers. They are just for you!!

We created these videos to help you and your sales channels successfully leverage your Equalis Group Master Agreement in your efforts to **Attract** (win net new business), **Retain** (keep existing customers), and **Grow** (cross sell additional products and services to current customers) your public sector book of business.

The format is engaging – two guys rapping with you the viewer and with each other. The videos are short, yet they pack a highly informative and relevant punch. You will learn how to leverage our contract to win. You will learn when and how to engage our team to increase your winning percentage and minimize the risk of "Closed-Lost" as you go through your sales cycle. We discuss concrete examples. If you've worked with other cooperatives, you'll begin to appreciate how Equalis is truly different from all the rest. Josh frequently makes fun of David who, to be fair, is an easy target.

You'll laugh. You'll cry. It's better than *Cats*. [Welcome to the show.](#)

Video Portfolio

1. Equalis Group's Commitment To Our Awarded Suppliers – A message from our CEO.

There are numerous cooperatives serving public sector agencies, so what makes Equalis stand out from the rest of the field? We are proactive, we are accessible, and we are responsive to both supplier partners and public agencies. We surround the supplier community with more resources to help you close business than any other cooperative and pride ourselves on being the easiest cooperative with whom to do business. We routinely hear from our supplier partners that working with Equalis is radically different than working with any other cooperative. Why? Because Equalis is the only supplier-centric cooperative in the entire country. [Watch here.](#)

2. Attract. Retain. Grow. Achieving your sales goals with Equalis.

What are your sales objectives this year? Are you charged to win new customers? Or to keep and grow existing ones? All of the above? The Master Agreement your company won with Equalis Group is a critical tool in your toolbox no matter what public sector sales objectives your company has established for you. Work with us to **Attract** net new business, **Retain** and secure existing customers, and **Grow** sales with current customers by cross-selling them products and services outside the scope of your current contract. All through one publicly procured, competitively solicited contract available to public agencies nationwide, so you can achieve your sales goals through a legal exemption from the traditional bid/RFP process. [Watch here.](#)

3. The 3 Ways To Buy In The Public Sector – a crash course.

Public sector buyers have three ways to spend their money, a.k.a. taxpayer dollars. If they have three ways to buy, that means that you have three ways to sell, at best. What are the three options? What are the pros and cons of each alternative? Where does your company's Master Agreement with Equalis Group fit into the picture? [Watch here.](#)

4. Who Can Use Our Contracts? In a word, anyone.

Your company's Master Agreement with Equalis Group is radically different than a typical public sector cooperative agreement. Sure, you can leverage our agreement to win business in any type of public sector entity, in any state across the country. But wait... there's more. Nonprofit organizations are prospective customers, as are for-profit companies. Really? So, basically anybody? Really. [Watch here.](#)

5. RFPs. Where Deals Go To Die.

How often has a public sector buyer said this to you? "I love what you and your company offer. It's exactly what we need. Now I need to publish a bid." You invested the time in relationship building, in learning about the customer, in educating them on a better solution... your solution. And now they are going to take you to bid. It's frustrating. It's aggravating. And working with Equalis, you can provide the customer with the ability to leverage all that hard work and start buying from you directly *without* the customer having to run a bid or RFP. *Without* opening the opportunity to competitors. *Without risk. Without delay.* [Watch here.](#)

6. Do Your Customers Really Want To Go To Bid? Short answer: not so much.

Your end user tells you they have to go to bid, whether to award you business in the first place or to continue working with you when your current contract expires. Here's the thing... they **need** to check the compliance checkbox, sure, but if they know they want to do business with you, they don't **want** to go to bid. Going to bid is risky for the end user – one of your competitors might submit a lowball offer and "win" the bid. And the procurement person wants to give their internal constituents the product and service solutions they desire. Your publicly procured, competitively solicited contract is a win for both your end user and their procurement staff: it eliminates the fear, uncertainty, and doubt of the bid process. [Watch here.](#)

7. What To Expect From Equalis – we aren't your father's cooperative.

Your job is to sell your products and services, to win business. Our job is to help you do just that. What are the many ways in which we can help you **Attract, Retain, and Grow** public sector business? We provide a spectrum of marketing and sales support to our supplier partners, both at the leadership level and at the field level in the proverbial trenches. We work hand-in-glove with supplier sales reps to ensure that your customers have everything they need to know so they can buy direct from you by utilizing our Master Agreement as a legal and compliant exemption from conducting their own bid or RFP. Make us one of the most utilized tools in *your* toolbox. [Watch here.](#)

8. The Equalis Difference – what does it mean for you?

Every public sector cooperative provides public agencies with a legal exemption from the RFP process, so what makes Equalis Group different? Why do we stand out from the competition? Our entire organization is built around a simple premise: you, the supplier, are our customer. What does this approach mean for you? [Watch here.](#)

9. When To Engage Equalis? It's never too early.

As partners in attracting, retaining, and growing your public sector business, we each have our respective lanes. Your lane is to get the customer to want to buy the products and services you provide to meet their specific needs. Ours is to ensure they have a way to buy from you through a legal exemption to the RFP process. What does that mean in practice? When do you engage our team? Why is it a potential deal-killer to wait until late in the sales cycle to bring us in to help you win the business? Why is it never too early to bring us in? [Watch here.](#)

10. Win More & Make More With Equalis – leverage the Equalis sales team.

Our sales team is one of your greatest assets for **Attracting, Retaining, and Growing** your public sector book of business. Members of our team average nearly 20 years in sales, with extensive public sector sales experience. They are experts in our lane: public sector compliance and knocking down the procurement barriers you face in your sales cycle. They are here to help you sell more and close faster. But they can't help you win if you don't bring them in, and you can't bring them in soon enough. By the time the customer says they are going to bid, it's too late. [Watch here.](#)

11. Address Compliance Questions With Your Member Kit – 80% of the time, that's all it takes.

When do you introduce Equalis and your Master Agreement to the customer? How do you do it? Great news: you don't have to become a procurement or cooperative contracting expert. All you have to remember is these three sentences: ***"My company won a publicly procured, competitively solicited contract from Equalis Group, a national cooperative purchasing organization. This contract is available to organizations like yours. You can buy our products and services directly without having to go to bid or RFP."*** Then give your end user your customized Member Kit to share with their procurement people and anyone else who is involved in the approval process. That's it. [Watch here.](#)

12. Closing The Sale – how do you paper a deal?

How does your customer become an Equalis member? Spoiler alert: membership is free, it's easy, and the process takes less than five minutes. It keeps you and the customer legal. What paperwork do you need to use with a customer? How does a customer complete a purchase order? What else do you need to know to close public sector business with Equalis? [Watch here.](#)

13. Leveraging Your Equalis Landing Page – everything your customer needs, all in one spot.

Our job is to make it easy for you to sell and make it easy for members to buy. Members tell us that we are the easiest cooperative to work with, and a big reason is your company's [landing page](#) on our website. It has the documentation they need to approve buying from you without going to bid. [Watch here.](#)

14. What Value Does Equalis Bring To You? Winning public sector business.

We enable you to make more money. In what ways? By aligning our work with your company's goals. By lowering your cost of sales. By increasing your profit margins. By optimizing our Master Agreements to give you the flexibility you need to win deals in the field. By making it easy to close public sector customers. How does leveraging your company's contract with Equalis put more money in your pocket? [Watch here.](#)

15. The Most Commonly Missed Buying Sign – understand what the customer is really asking you.

You've done the work, built the relationship, educated the customer, proposed a solution the customer wants, and gotten to the point the customer is ready to buy from you. Then, the customer asks if you have a *fill in the blank* contract. Maybe a state term contract in their state or an already-procured contract with a specific cooperative. Your company doesn't have that contract. So now you've lost the deal and the customer will either go to bid or, even worse, take all of your work and use it with a competitor who has that state or cooperative contract. Right? **WRONG!!** [Watch here.](#)

16. The Myth Of The Dual Sale – selling through a cooperative is NOT two separate sales.

Are you one of the many sales reps out there who see selling your products and services through a cooperative agreement as a two-step sales process? Step one: sell your products and services. And then step two: sell the cooperative? That's not the path to closing business with a cooperative. Indeed, that's likely the path to failure and NOT closing the sale. There's a better way, and it comes from selling a single integrated solution that includes both your products and services AND a way to buy. And our sales team stands ready to provide the support and engagement you need throughout the sales process to win the deal. How does this improved approach work to help you make more money? [Watch here.](#)

17. Using Equalis To Retain Customized Customer Agreements – a unique Equalis capability.

Some time ago, you fought hard to win an RFP with a meaningful customer. You've spent the years since building a strong relationship, providing tremendous value, and tailoring a solution to meet the customer's specific needs. The customer agreement is set to expire. There are no more renewal options left. The customer wants to continue the relationship. You want to continue the relationship. But it looks like the customer is going to have to issue another RFP, which gives your competitors an opportunity to swoop in and steal your hard-earned business. The entire relationship and all the associated revenue is at risk. What if you could retain the business, without an RFP, and keep the unique solution and pricing model for that single customer in place? Is that even possible? It is... with your Equalis Master Agreement. [Watch here.](#)

18. Use Your Equalis Contract To Respond To An RFP – set the stage for future sales.

Including your Master Agreement when you respond to a public agency's bid sounds counter-intuitive, doesn't it? The customer isn't using your Master Agreement to buy from you directly, so why do it? To set the stage for cross-selling additional products and services available from your company that are not included in the scope of bid you are responding to. The public agency can buy those products and services directly from you **in the future** without going to bid every time they need something else you can sell them. [Watch here.](#)



Connect with Equalis

Questions For Josh Fitzgerald?

You can reach him at JFitzgerald@EqualisGroup.org or on his cell phone at 469.644.3324.

Questions For David Akers?

You can reach him at DAkers@EqualisGroup.org or on his cell phone at 216.280.5801.

Find Your Equalis Group Territory Counterpart

Not sure who your Equalis Group sales team counterpart is? [Click here](#) to see our most current territory map and Equalis sales rep contact information.