



Beyond the Bid:

Industry Insights that Win

Janitorial & Custodial

Industry Trends

- Strong emphasis on **green** and **sustainable** products.
- Sustainable or **Green Certification**.
- **Specialized custodial** contracts within Schools, Hospitals, and Transit for Robotics or UV-C/UVC.
- Increase in **partnerships** between Facilities Management vendors and Custodial + Janitorial vendors.
- Cost savings for **bundles package** or bulk **volume pricing**.
- Increase in **cleaning frequency**.

Prospect Problems

- **Reactive** and wait for the bid to come out and it's already spec'd for competition.
- Opportunity flies **under the radar** and does NOT go out for Bid.
- Too early in the process to truly **determine** opportunity to be added to the pipeline.
- Too late - Already **under contract**/made the purchase.
- **Budget** has been set or **funding** cut.
- Need more **discovery** to price and compete, etc.
- POC **ghosts** me or agency **employee turnover**.

Goals for Today

- Elevate and enhance current pipeline planning with GovSpend.
- Fuel and maintain your pipeline using data strategy.
- Save time, money, and resources and make money.
- Become 10% better in maximizing our GovSpend subscription.



Agenda

- **Create Value-Driven Proposals:** Develop compelling proposals that address specific agency needs and highlight clear value propositions.
- **Allow the Filters to do the Prospecting For YOU!:** Understand how to quickly action your list and build relationships.
- **Utilize Data and Analytics:** Analyze trends and spending patterns to effectively time and plan your pipeline.
- **Enhance Follow-Up Strategies:** Implement effective follow-up tactics to maintain momentum and build lasting trust.
- **Get Ahead of the RFP:** Identify early buying signals to control the conversation.



Questions?

Reach out to our support team at

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Interested in Learning more?

[Email for a Demo!](#)

