

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 5/21/2021

RFP TITLE: SALES ENABLEMENT TRAINING DEVELOPMENT & IMPLEMENTATION

RFP CONTACT:

Name: Brandi Masimba

Email: barrington@ussec.org

PROPOSAL DEADLINE: MAY 21, 2021

INTRODUCTION:

Through a global network of international offices and strong support in the U.S., USSEC differentiates and builds preference for U.S. soybeans and soybean products, advocates for the use of soy in livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC seeks a contractor to 1) evaluate USSEC's needs and gaps in sales and leadership training, and develop a report detailing the contractor's recommendations, and 2) design and implement two sales enablement training events for a campaign rollout.

Applicants must demonstrate expertise in developing and implementing sales enablement training in global commodity promotion or NGO organizations.

BACKGROUND & PURPOSE OF PROJECT:

USSEC's Boot on the Ground (BOTG) Teams around the world engage directly with current and potential customers of U.S. Soy. These teams are composed of subject matter experts, technical specialists, regional directors, and focus-area directors.

The first purpose of this project is to ensure that these BOTG teams are equipped with the tools they need to build relationships with foreign markets and create positive outcomes for the U.S. Soy industry. To this end, USSEC seeks a contractor to 1) evaluate the organization's needs and gaps in sales and leadership training at a broad, foundational level, and 2) design and implement a sales enablement training event for a specific campaign rollout.

The second purpose of this project is to equip the entire staff at USSEC with the tools to understand and take pride in their contributions to USSEC's mission. To this end, USSEC seeks to train the entire organization in current campaigns and messages.

This project consists of two parts: 1) complete a comprehensive evaluation of USSEC's needs and gaps in sales and leadership training, and develop a report detailing the contractor's recommendations, and 2) design and implement two sales enablement training events, each of which are designed for a distinct audience group.

TARGET AUDIENCE:

The contractor will work with USSEC's marketing and communications team. The direct audience for the activity touches on the entire USSEC organization. Each of the two sales training events in Part 2 will be designed for a distinct audience group: 1) a general audience consisting of all USSEC staff globally, and 2) Boots on the Ground (BOTG) teams who engage directly with current and potential customers of US Soy globally.

SCOPE (SERVICES) OF WORK:

Part 1

- Through internal surveys, interviews and other methods, complete a thorough evaluation to identify USSEC's needs and gaps in sales and leadership training.
- Based on the evaluation findings above, develop a report detailing the types of sales and leadership training recommended by the contractor, institutional processes, and other insights and details as applicable.
 - Sample areas of training include but are not limited to: making the elevator pitch, identifying motivators of customers, how to use Q&A as a sales tool, overcoming objections, having the robust conversation that makes a difference, and when is it time to make the ask?

Part 2

The contractor will design and implement two sales enablement training events for a campaign rollout. For each of the two events described below (Event A and Event B), the contractor will be expected to:

- Develop a design plan for the training event.
- Incorporating input from the USSEC team, finalize the design plan.
- Organize the training event. The contractor will work in coordination with the USSEC team as needed on logistical details, but the event planning will be the responsibility of the contractor.
- Execute the design plan.
- Lead the training on the day of the event.

USSEC welcomes the contractor's feedback and recommendations on the program design, but at a high level, the desired formats are described below.

Event A

Event A will be an enterprise-wide event for all USSEC employees and full-time contractors. The scope of the training will be big-picture, and will highlight current marketing messages and campaign details. The purpose of this training will be to engage with participants and get them excited about the new campaign. This event will be virtual, and will need to span many time zones, as USSEC is a global organization.

Event B

Event B will provide specialized training for USSEC's Boots on the Ground (BOTG) Teams around the world. The BOTG teams are composed of subject matter experts, technical specialists, regional directors, and focus-area directors, and these teams engage directly with current and potential customers of U.S. Soy. If COVID-related travel conditions warrant, the preference is for this event to be in-person, but if travel is not an option, this event can be virtual.

This event will consist of a total of 5 breakout sessions around individual topics, and each topic session will focus on how to use specific marketing tools to achieve a desired outcome in a customer meeting.

- Two breakout sessions will apply to all of the BOTG teams:
 - Sustainability
 - Whole Bean Exports
 - This session will focus on working with Importers and Primary Processors, and helping them work with downstream customers
- Three breakout sessions will apply to subsets of the BOTG teams:
 - Soymeal and Animal Nutrition
 - Human Nutrition
 - Aquaculture

DELIVERABLES:

The deliverable schedule is listed below, and applicants may propose an alternative schedule in their proposals. However, the dates for the two events are firm because they are planned around other events.

Completion Date	Description of Deliverables
Recurring	Develop timely check-in and updates on progress, and submit invoices monthly
Late June 2021	Submit report on recommendations for sales and leadership training, based on analysis of needs and gaps
Mid-July 2021	Submit design plan for two sales training events

Mid-August 2021	Event A - Sales enablement training event for enterprise-wide audience (virtual)
Mid-September 2021	Event B - Sales enablement training event for BOTG teams (in-person if conditions warrant)

PROJECT TIMELINE:

The contract will last from approximately the beginning of June 2021 to mid-September 2021.

RFP TIMELINE:

- **RFP Distribution:** April 23, 2021
- **RFP Briefing via Zoom:** May 7, 2021 at 1:30 PM CST
- **Project Proposals Due:** May 21, 2021 by 5:00PM Central Time
- **Selections Made By:** May 28, 2021
- **Prospective Contractors Notified By:** May 28, 2021

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please contact Brandi Masimba (barrington@ussec.org) to request link for May 7th RFP Briefing via Zoom.
2. Please email the proposal to RFP@USSEC.ORG by **5:00PM Central Time on May 21, 2021.**
3. A description of Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
4. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
5. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.
6. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
7. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
8. Proposals should be no longer than **10 pages** (8 ½” x 11”).

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information

presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.

- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

SUPPLEMENTAL INFORMATION AND BACKGROUND

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

Civil Rights Clause

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.