



Top 10 Prospect Objections

10. Did Sourcewell post in our local newspaper?

Generally, these types of requirements are established by their local board for their own bidding practices. Those are THEIR requirements. However, we are using a different legal authority – Joint Powers Law. They are using an existing contract to buy through, not doing their own bid.

9. Is this the cheapest price?

Don't get trapped in this conversation. You can't guarantee this will be the cheapest tractor or equipment they can buy. If they go out to bid, they may end up with a cheaper price, but it won't be your brand. This contract assures them they will get your brand at national volume discounts – exceptional quality at great discounts. Remember: they do not want the "low-bid consequence"!

8. Sourcewell is from MN...that won't work here

Yes it does. Your State has a State statute that allows government to work with government whether they are from this state, or another state of the United States. We suggest that you have your State statute printed off the www.Sourcewell-mn.gov website to hand to your customer if/when they raise this objection.

7. Yeah, but Sourcewell isn't a government agency

Yes they are. The State of MN created Sourcewell as a public agency to serve all Government, Education and Non-Profits. The Sourcewell "About Us" brochure includes that law – Minnesota Statute MN123A.21.

6. We checked with the State – they said "No" - we cannot use Sourcewell

That is not correct! This is legal in all 50 states. Although a local agency can establish a more restrictive ordinance for themselves than the State Statute (which is rarely done), the State cannot create that requirement and tell a local agency that they cannot use Sourcewell. That State employee telling your customer "no" is likely uninformed, or worried about job security.

5. I checked with our attorney – they say "no"

As stated above, a local agency may have a more restrictive ordinance than the State Statute. That is VERY rare. Most often when this objection is given, the attorney doesn't understand the full extent of the situation. They are providing the "safe" answer, and getting the question "off their desk". I suggest that you not take that as the final answer. Ask the question "Why not"? Provide them a copy of your State Statute, and ask if this can help. Remember that Sourcewell has a staff attorney if they wish to talk directly with another attorney regarding this matter.



4. But I need to give _____ a chance to bid

This contract was competitively bid on a national scale. Every potential bidder had a chance when it was advertised for bid. This vendor your customer is referring to, HAD a chance to bid when Sourcewell “went to bid” initially. That dealer and their manufacturer either didn’t respond, or didn’t respond aggressively enough to be awarded a contract. They HAD a chance to bid, which is the key factor here.

3. But we have to get 3 quotes

3 quotes may satisfy your customer’s bidding requirements IF the purchase price falls in a lower price bracket. However, this is not the only way to satisfy that requirement. Your Sourcewell contract was awarded through a competitive-bidding process, which is a more advanced and involved procurement processes. Consider this your “trump card” which covers ALL your customer’s bidding requirements.

2. Purchasing will never go for this

Likely they will go for this. Often we find that the purchasing departments for customers, who respond this way, are already using Sourcewell contracts for some of their purchases. I suggest you prepare for that objection by requesting the Sourcewell sales report for that customer (contact GST for assistance). Showing the report to your customer, which indicates they or their neighboring government is already using it, will calm their concerns and turn your sales call in your favor. Offer to meet with your customer AND their purchasing department to explain this contract option.

1. But We Have to Bid

Anticipate this reaction from 90% of your prospects, when you bring this contract into the discussion. This objection is based on fear – they don’t want to get into trouble or lose their job. They hear that they have to bid. BUT: do THEY have to bid, or does their PURCHASE need to be bid? Those are two very different things. Ask them if they have ever bought off their State Contract, or “piggy backed” off a neighboring County’s bid. They will tell you “yes”. Well, they didn’t bid that purchase! This contract works the same way that buying through their State contract works, except that this was done on a national level to gain national volume pricing. It brings your proposal into their comfort zone.

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