

TENDER BRIEF

CUMBRIA BUSINESS GROWTH HUB – TELEMARKETING SERVICES (TRAINING)

Background and aims

Cumbria Business Growth Hub delivers a whole range of commercial training on behalf of Cumbria Chamber of Commerce. After a recent trainer procurement we have a full training programme but are needing to generate wider interest in the training and increase booking numbers.

We are looking initially at a 3 months trial starting in June, if successful there may be scope to extend the trial on a more permanent basis.

Specific requirements

The successful tender would be required to call both members and non-members with the aim of selling training courses. We would also however like to use the opportunity to gain feedback on the current programme, pricing, any barriers to booking and any training required but not being delivered currently.

You will be required to:

- Work 2-3 days a week during the trial period which will run from June to August 2024
- Familiarise yourself with the training programme
- Deliver qualified engagement with an agreed number of businesses per day
- Report weekly on calls made, expected bookings and any further feedback
- Report any changes in personnel or contact details
- Work with the Growth Hub's training team

The successful organisation/individual will be responsible under the management of Cumbria Business Growth Hub for ensuring a highly professional service which increases booking numbers and provides invaluable feedback.

Contents of submission

Your submission should cover as a minimum:

- Description of services being offered
- Description of service delivery methodology and proposed approach
- Anticipated call numbers, qualified conversations and conversion rate
- Your approach to GDPR compliance, compliance with TPS for business and data security
- CVs for all staff involved in the management and delivery of the service
- Track record and relevant experience including examples of similar work and at least two relevant referees
- Pricing (ideally daily rate)

Applicants should ensure that their responses also cover the following points:

- Demonstration of sufficient staff resources to deliver to timescale
- Demonstration of similar delivery, results and a value for money approach

- Any outline of other contracts you may have which will impact on your ability to deliver this service, and how this will be managed

Instructions for submission

Submissions should be sent by email to Lesley Robinson lesleyr@cumbriachamber.co.uk marked 'Confidential – Tender Enclosed – Telemarketing Services (Training)' to reach us no later than 12noon on Friday 24th May 2024 with the intention for successful/unsuccessful responses being sent week commencing 27th May 2024.

The Chamber's right

The Chamber reserves the right to:

- Waive or change the requirements of this tender from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of tenderers submission
- Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this tender
- Disqualify any tender that is guilty of serious misrepresentation in relation to its tender or the tender process
- Withdraw this tender at any time or re-invite tenders on the same or any alternative basis
- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes they see fit to the timetable, structure of content or the bidding process

Bid cost

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.