

# WINMORE RFP COLLABORATION

## WINNING MORE REVENUE



**Shawn  
Masters**

Chief Commercial  
Officer

- Oversees sales, operations and account management of \$400M in revenue and \$700M freight under management
- Joined ProTrans in 2003 and ran operations in 22 locations before leading commercial operations
- Spent nine years with Ryder Integrated Logistics.

## Case Study in RFP Success

Featuring



### Why Winmore?

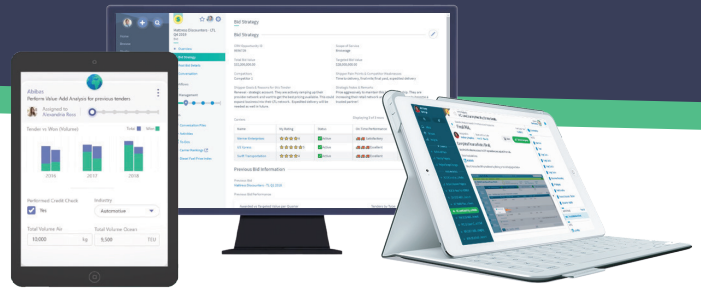
- An efficient RFQ process is critical to top-line growth and securing contracts with major manufacturers.
- Hired consultants to customize CRM to manage RFPs, but the process was “too slow” and “clunky.”
- Moved to Winmore to accelerate time-to-respond, provide end-to-end process visibility and prioritize the most strategic RFQs.

### Winmore Business Value

- Selected Winmore because it is designed for the logistics industry and “speaks our language.”
- Implemented Winmore software suite within three weeks, including Christmas holidays.
- Aligns sales, operations, analysis and procurement teams, so “everyone knows what’s expected of each other.”
- Delivers a higher percentage of wins.



Customer Success Platform for Logistics



## How did you manage your RFQ/RFP process before Winmore?

We were unable to see the overall RFQ from the point of the RFQ arriving to the point it went out the door. The software we used at the time did not provide a transparent process, nor did it drive speed-to-market, which is critical in logistics and transportation. We could not provide consistent responses and deliver a whole vision of the process itself. The system was clunky and ineffective.

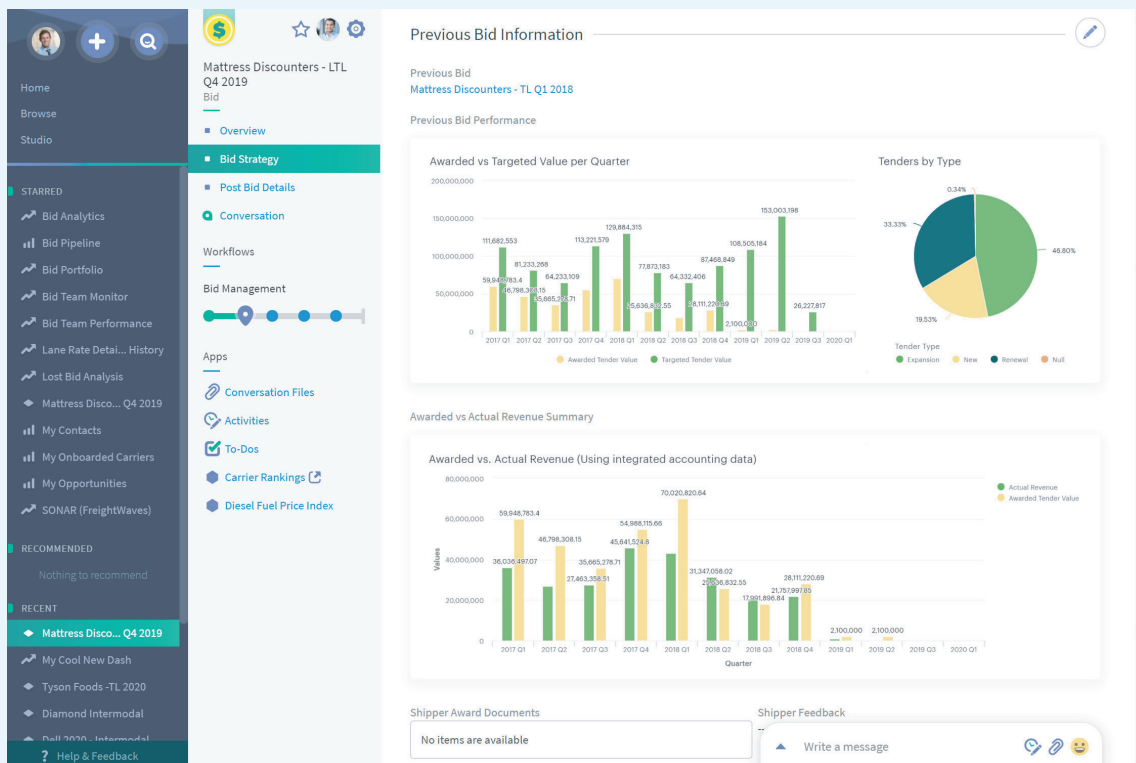
*“Winmore software helps us understand how to respond to the RFQs and give us a better percentage of wins.”*

## ProTrans strives to provide a great customer experience. Did your customers take notice?

At times, we were inconsistent with some of the RFQ responses. Sure, we would pull it all together at the last minute. After choosing Winmore, we don't find ourselves asking our customers, “Can we get another day to finalize this RFQ response?” The steps to qualify and prepare a bid are managed in Winmore so we don't waste time between tasks.

## Which workgroups have seen the greatest improvement in productivity?

We have a small marketing team which works with the analysis and procurement teams; we have to make certain the RFQ process is followed consistently, even when teams are not in the same location or have the same day-to-day focus. It is critical that they have the ability to see the big picture of what needs to be done by each of their counterparts.



ProTrans uses Winmore Bid Analytics to assess lane profitability and shore up contracted rates in a volatile market by responding to RFPs faster than their competitors.

## Are there steps in your RFQ process that are more streamlined than others when using Winmore software?

Winmore operates in a way that is structured; it allows you to do due diligence because we're more of a program sale. We're not transaction-based and we don't want to spend our sales support team's time by working on opportunities that aren't necessarily going to be good for us. Winmore has definitely helped with the approval-processing, which is very helpful for us.

## Are there specific Winmore capabilities that make a significant impact on your business?

The RFQ process To-dos that are pre-populated within the Winmore software allows users to simply log on and see what the next actions are in order to stay on schedule with the RFQ dates. This feature has been extremely helpful.

Time-to-market is such a significant part of what we do, yet we were using software that required a consultant to update and maintain the system. In order to change our pricing, for example, we had to hire a consultant to write a scope document before actually updating the software weeks later. That lag time to change could have caused us to lose a sale or potentially, many sales that we aren't even aware of.

## You said it took less than 30 days to go from buying Winmore software to seeing business results. Can you walk us through the go-live process?

We moved very quickly and the Winmore team was able to engage very quickly. They did an exceptional job of moving us through the process. They kept us on task. From our perspective, we didn't miss a beat.

Winmore was up and running within three weeks. With the full conversion of all of our documents and records, it was fully functional within that time frame, which is quite amazing, in all honesty.

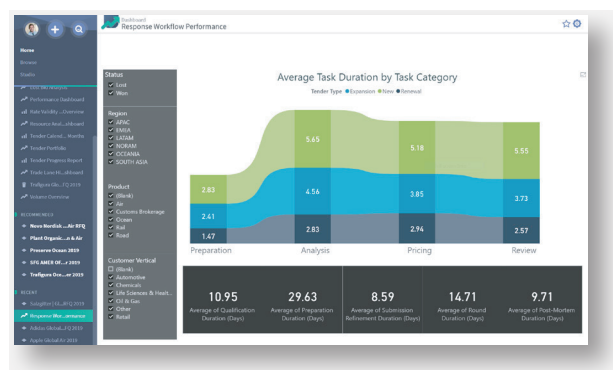
*"Before Winmore, we could not provide consistent responses; the system was clunky and ineffective. We were unable to see the overall RFQ from the point of the RFQ arriving to the point it went out the door."*

## When you look back on the decision to enable Winmore software, what stood out as a major factor in your decision?

One of the big reasons we went with Winmore was because of its focus entirely on the logistics space. We think we're in a little bit of a unique industry from a service standpoint. Having a company that's entirely focused on the needs that we have in logistics and particularly in the RFQ space - and the overall spectrum of our sales processes - it fits very, very nicely from an all-around perspective. That was a big deal for us.

## How does it change your day-to-day operations as a commercial leader?

With Winmore, there's visibility and simplified use. We've accomplished the things that we set out for from that standpoint. We have a much more streamlined perspective. We get everything we need from a sales management standpoint. So, that's a very good thing.





## ABOUT WINMORE

### Customer Success Platform for Logistics Companies

Winmore's Customer Success Platform helps commercial teams win more RFPs, accelerate time-to-value and build customer relationships at scale.

- **Bid and Tender Collaboration** for commercial, pricing, contracts and product teams to qualify and respond to RFPs and tenders, boosting win rates.
- **Customer Solution On-Boarding** for managing complex on-boarding customer implementations, accelerating time-to-value, reducing the risk of scope creep and improving operating margin.
- **Business Process Design Studio**, a drag-and-drop business process modeling tool for developing multi-stage, collaborative workflows to bring your custom processes to life.

Winmore powers the customer success initiatives at some of the world's most respected logistics service providers, including carriers such as Averitt Express, brokers like CH Robinson, forwarders including Kuehne + Nagel and contract logistics providers such as LF Logistics.

Winmore was recently recognized by FreightWaves as a *FreightTech 100*, an award reserved for the most innovative software companies in the world.

Learn more at [winmore.app](https://winmore.app)



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