

Value Added Services is defined as ANYTHING beyond product and price. The benefit of these services is to sustain a competitive advantage in the marketplace.



## WELCOME



## BEYOND PRODUCT AND PRICE



The most important part of Value Added Services is knowing what you are in need of and placing a value to that service.



## GETTING STARTED

Learn how to increase the quality and quantity of services received from industry by clearly communicating your top priorities procurement process.

### DIRECTORS

Learn how to create value added programs to meet the core needs of the director and win business on value through refinements to the sales call process and marketing strategies.

### MANUFACTURERS • BROKERS • DISTRIBUTORS

## GET SUPPORT & CONNECT



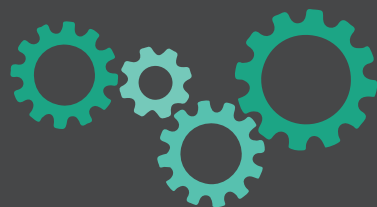
David Kaplan  
Executive Director  
Alliance Innovations

[Alliancek12.com](http://Alliancek12.com)

[alliancedirectornetwork.com](http://alliancedirectornetwork.com)

LET'S BEGIN...

# 4 PROGRAM DEVELOPMENT

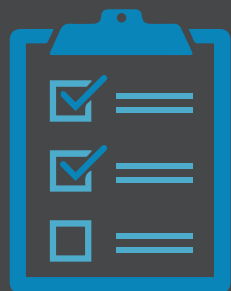


All relevant K-12 products contain features that meet a core need.

Best in Class manufacturers have services “on the shelf” that meet core needs.

See [alliancedirectornetwork.com](http://alliancedirectornetwork.com) for how to align features and services with directors’ core needs.

# 1 VALUE ADD DEFINED



Product “features” and unique “add-on services” that enables customers to meet a core need.

# 5 PROCUREMENT

## RFP

While every district is unique, the RFP may be the most effective bid format. It provides the director the most Flexibility and best opportunity to secure the maximum amount of services to meet core needs.

You do not have to choose a vendor based on price alone. Create a points system based on the core needs of the district, to properly value and evaluate each section of the selection criteria you have requested from the vendor.

# 2 CORE NEEDS



Core Needs are the directors’ most important goals and priorities. In order to maximize nutrition and grow participation, Alliance Directors have identified the following as their Core Needs:

“Communication to Elevate Brand”

“Culinary Strategies”

“Staff”

“Speed Scratch Strategies”

# 3 EXPLORATORY CALL



The Exploratory Call is the first step in the sales process. It enables the broker/sales rep to understand the specific needs of the district and select only the most relevant products and services to be presented.

A document containing the district’s Core Needs is given to the broker/sales rep by the director during an exploratory call.

## BIDS

If you decide to use the Bid process, it is recommended an “exploratory call” should be made in advance with manufacturers to ask what available services they provide.

If you prefer a specific product, you can then write the specification for the category to align with the desired product in the bid.