

MAKING SMARTER PRICING DECISIONS

CASE STUDY IN RFP SUCCESS

FEATURING **AVERITT**

MAKING SMARTER PRICING DECISIONS

OVERVIEW



- Pricing and bid coordinator teams are focused and aligned through a streamlined digital workflow
- Visibility is gained across their entire bid operations which allows them to more quickly match service offerings with shipper requirements.
- Structured collaboration environment helps the teams work more efficiently together and "put their best foot forward in every bid".
- "Because it's like Winmore looked into our processes and built the software to speak to every single one of our processes"

SHERRY ANDERSON



**PRICING AND CONTRACT
BID MANAGER**, Averitt Express

- 25 years managing Averitt's Bid and Contracts team, which includes pricing for truckload and LTL services as well as bidding, rating & invoicing
- Extensive industry and software experience, including evaluating and implementing pricing and transportation management automation
- Hands-on manager, leading crossdiscipline team with dozens of RFP responses in-flight at any given time and 50-60 requests per day

WINMORE'S IMPACT AT AVERITT

- Replacing manual tools and email with Winmore allowed Averitt to manage bid operations from a single hub - no more lost documents, late responses or missed opportunities.
- All divisions within Averitt can see incoming bids in one place, allowing each to identify those that best match their service capabilities and spot opportunities for adjacent services.
- Adopting Winmore was considered so beneficial to their users that "it really kind of boosted morale in a way that maybe we haven't experienced before."



I've been with Averitt for 33 years and as a company, our focus has always been on our customers, our associates and our future. We are working to make sure that 100% of bids are answered by the due date, but we're not just trying to churn out opportunities just for the sake of putting a price out there...and that's vastly different from our competitors.

**CAN YOU TELL US
ABOUT HOW YOU
MANAGE PRICING
& CONTRACT BIDS?**

For the bid side, we currently have several bid coordinators who read and coordinate the answers: they farm them internally, they get the answers back, they coordinate and prepare the final response for our customers. Our team also includes pricing managers who perform the analysis of each bid as well as contract coordinators who review the legal and operational requirements.

**HOW IS YOUR PRICING
TEAM STRUCTURED?**

The pricing process was owned by the pricing managers and it was literally like handing off a football. If a bid is a football, then the bid coordinators start it, they hand it to a pricing manager. The pricing manager does their piece of it and then they return it to the bid coordinator for final completion and submission. The process was fragmented and siloed. There was no visibility for a leader to see the entire process and identify bottlenecks.

**WHAT WAS THE BID &
PRICING PROCESS
LIKE BEFORE USING
WINMORE?**

Until we saw Winmore, we weren't aware of any available solutions for RFP and bid collaboration. We looked and we can't find any other software on the market that competes with Winmore. In fact, we were trying with business intelligence, an internal data-mining tool for our truckload bids, since we didn't have a lot of visibility. Truckload leadership had come to

**WHEN DID YOU REALIZE
YOU NEEDED TO DO
THINGS DIFFERENTLY?**



us and asked, “Can you go back through the prior year's bids and look for opportunities where maybe last year it wasn't a fit, but maybe this year it is?” We were trying to build that from scratch using BI tools. When we saw the Winmore software, we asked ourselves, “Why reinvent the wheel? This is it. This can help us immediately.”

AS YOU EVALUATED THE WINMORE SOFTWARE, WHAT DID YOU DETERMINE?

It seemed like Winmore looked into our processes and built software to speak to every single one of our tasks and to-do's. They combined them in a workflow that made sense, provided visibility, and gave Averitt the opportunity to put our best foot forward in our bids.

NOW THAT YOU'RE USING WINMORE, DOES AN EXAMPLE COME TO MIND?

Yes, with Winmore, we can see how long our internal suppliers have had the bid and how long it has taken them to respond...and we can address those issues individually to find resolution for them. Each group now has visibility to every opportunity that's coming in through the pipeline. We're catching opportunities where maybe it's not a fit for truckload, but there is a niche lane that LTL would like to participate in, for example.

HOW DID AVERITT LEADERSHIP RESPOND TO WINMORE?

Once our leadership saw the scope of what Winmore could do for our processes, it was really a no-brainer. The functionality and robustness of the Winmore tool tied up a lot of loose ends with our bid process.

We outlined improvements in efficiency and bid management that could have had a positive effect down the road. Averitt leadership is always very supportive of investing in better ways of doing things.



They knew that Winmore was going to make their life so much easier with streamlined processes in the same place. They knew they wouldn't have to go in and out of multiple tools, programs and email every day. They can really focus because everything is housed in one spot. That was going to make the biggest difference.

**HOW DID AVERRIT'S
PRICING & CONTRACTS
TEAM PERCEIVE
WINMORE?**

In all honesty, I was scared to death because we rolled it out two weeks after we made the purchase decision. We said to ourselves, "If we're jumping in, we're jumping in with both feet. We're going to make this work." Driving home that first day with Winmore, I remember thinking, "This wasn't as bad as I expected." It was really a very smooth transition for a new software. I've never had it be that smooth with any other software.

**HOW DID AVERRIT'S
PRICING & CONTRACTS
TEAM PERCEIVE
WINMORE?**

Winmore is one of the most user-friendly software products that you can find. Think about an Apple device that is so intuitive — Winmore has that same feel. You could get in the software, never having seen it before...and get it to do what you want to do. The Winmore rollout was seamless and it boosted morale in a way that we haven't experienced before, especially in comparison with the other software rollouts that we've had here at Averitt. Even a long training session wasn't necessary because Winmore is so logical and functional. There was no fear in how it worked, because it works seamlessly.

**NOW THAT YOU'RE IN
PRODUCTION WITH THE
WINMORE SOFTWARE,
WHAT HAVE YOU
OBSERVED?**

ABOUT AVERRIT EXPRESS

Averitt Express is a leading provider of freight transportation and supply chain management with international reach to more than 100 countries. It specializes in delivering customized transportation solutions that include cross-border, dedicated, expedited ground/air, intermodal COFC/TOFC, international ocean/air, local customization, less-than-truckload, PortSide®, retail solutions, temperaturecontrolled, transportation management, truckload (dry van, flatbed, brokerage) and warehousing services.



The Winmore End-to-End Bidding Platform
transforms the pricing process at freight
forwarders, carriers and freight brokers.

The Logistics Industry's Only Platform With:

PRICING INTELLIGENCE

Get Insight on your
Lane Revenue and
Profitability, while
Increasing Customer
Accountability



TEAM WORKFLOWS

Organize and Align Your
Teams to Qualify and
Respond to Bids, Manage
Implementations
and Forecast Margin



Journal of Commerce writes, "Winmore enables 3PLs to determine cost-to-serve and make faster and smarter decisions."



Armstrong & Associates says, "Winmore software completes the CRM puzzle for 3PL's" and "is highly recommended" for "commercial leaders on bid desks."



Freightwaves agrees that "Winmore offers commercial leaders improved efficiency of the request for proposal (RFP) process" with "unrivaled analytics and insight."



Logistics Quarterly said the logistics industry "needs its own CRM" which is "configured for the requirements of forwarders, brokers and carriers," and that need is filled by Winmore software.



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

1390 Market Street, Suite 200, San Francisco, CA 94102
Joop Geesinkweg 501, 1114AB Amsterdam-duivendrecht, Netherlands