

SANT SOLUTIONS

RFPMaster[®]
ProposalMaster[®]
ProSearch[™]
PresentationBuilder[™]
FastPath[™]

The Sant Corporation enables sales professionals to deliver high quality content throughout the entire sales cycle.

Our sales enablement solutions reduce the time it takes to locate the best sales materials and expertise within the organization. Our proposal automation solutions improve win rates by accelerating the production of persuasive proposals, RFP responses, presentations, and related documents.

Businesses choose Sant to improve sales productivity and win rates, increase marketing effectiveness, and deliver accurate, personalized documents to their customers.

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Real Results from 380 Sant Customers

Overview

In October 2009, The Sant Corporation conducted our annual global customer satisfaction survey. The survey, representing 380 respondents across 12 countries, was designed to measure satisfaction with The Sant Corporation and our award-winning application, Sant Suite. This document articulates the win rate improvement and time savings achieved by our customers.

42% Time Savings / Increased Capacity

Sant Suite automates the labor-intensive process of creating proposals, RFP responses, presentations, and related documents. On average, our customers create sales documents 42% faster using Sant Suite. The following table illustrates the time savings by document type:

■ Formal Proposals	40%	■ Presentations	42%
■ RFP Responses	37%	■ Other Sales Documents	48%

How will increased capacity impact your proposal and Request for Proposal (RFP) processes?

Proposals and RFP responses are time-consuming tasks. Sales people spend valuable selling time in front of the computer writing proposals. And centralized proposal teams are always under pressure to create high quality RFP responses on short deadlines. Here are two examples that illustrate the positive impact of reducing proposal creation time. Plug-in your own numbers to see the impact on your business.

RFP Responses

For this example we will assume the following:

- Company responds to 75 RFPs per year
- It takes 60 man-hours, on average, to complete an RFP response

This company spends 4,500 hours per year responding to RFPs. If Sant can decrease proposal creation time by 37%, the company will gain 1,665 hours of increased capacity per year. This additional capacity can be used to help the proposal team “do more with less”. The team will have more time to improve the quality of each proposal, resulting in higher win rates. The additional capacity can also be used to respond to an increased volume of RFPs.

Formal Proposals

For this example we will assume the following:

- 100 sales representatives
- Each sales rep creates 1 proposal per month
- It takes 6 hours, on average, to create a proposal

Each sales rep spends 6 hours per month (72 hours/year) creating proposals. The entire sales force spends 600 hours per month (7,200 hours/year) creating proposals. If Sant can decrease proposal creation time by 40%, each rep will gain 28.8 hours of increased capacity per year, and the entire sales force will gain 2,880 hours of increased capacity per year. This is equivalent to 1 additional full-time sales rep. If a sales rep earns \$80,000 per year, the increased capacity per rep is worth \$1,094. The increased capacity across the entire sales team is worth \$109,440.

“Sant shares everything they know, so more than just selling us a proposal automation solution, they helped us create a whole new proposal paradigm that drives our business. As a direct result of these efforts we have developed a degree of professionalism in our proposal processes that have made tangible differences in the way we do business, winning us more than \$3 million of new business almost immediately.”

Bill Geddy
Director, Sales
CIBER

Use our online calculators to estimate the impact Sant will have on your business.

santcorp.com/calculators



33% Win Rate Improvement

Sant Suite enables sales professionals to quickly create persuasive, client-focused sales documents, resulting in an average win rate improvement of 33%. The following table illustrates the win rate improvement by document type:

■ Formal Proposals	27%	■ Presentations	38%
■ RFP Responses	28%	■ Other Sales Documents	39%

How will an improvement in win rate impact your proposal and Request for Proposal (RFP) response processes?

Just a small improvement in win rate can generate a quick Return on Investment for most businesses. Here are two examples that illustrate the positive impact of improving your win rate. Plug-in your own numbers to see the payback for your business.

RFP Responses

For this example we will assume the following:

- Company responds to 75 RFPs per year
- Average proposal value is \$100,000
- Current win rate is 30%

This company is pitching \$7.5 million of revenue each year. With their current win rate of 30%, they win \$2.25 million each year. If Sant can improve their win rate to 38%, this company will generate an additional \$600,000 of revenue per year.

Formal Proposals

For this example we will assume the following:

- 100 sales representatives
- Each sales rep creates 1 proposal per month
- Average proposal value is \$50,000
- Current win rate is 30%

This company is pitching \$5 million of revenue each month. With their current win rate of 30%, they win \$1.5 million each month. If Sant can improve their win rate to 38%, this company will generate an additional \$400,000 of revenue per month or \$4.8 million per year.⁴

Show the Math

¹ RFP Responses

75 RFPs & 60 hours = 4,500 hours
4,500 hours * 37% = 1,665 hours

³ RFP Responses

75 * \$100,000 = \$7,500,000
\$7,500,000 * 30% = \$2,250,000
30% (current win rate) * 1.28 (average increase for RFPs) = 38%
\$7,500,000 * 38% = \$2,850,000 - \$2,250,000 = \$600,000

² Formal Proposals

6 hours * 40% * 1 proposal/month = 2.4 hours * 12 months = 28.8 hours
28.8 hours * 100 reps = 2,880 hours
40 hours/week * 52 weeks/year = 2,080 hours/year. 2,880 / 2,080 = 1.38 additional reps
\$80,000 / 2,080 = \$38/hour * 2,880 hours = \$109,440

⁴ Formal Proposals

100 sales reps * 1 proposal per month * \$50,000 = \$5,000,000
\$5,000,000 * 30% = \$1,500,000
30% (current win rate) * 1.27 (average increase for formal proposals) = 38%
\$5,000,000 * 38% = \$1,900,000 - \$1,500,000 = \$400,000