Request for Proposals
Consultative Sales for Workforce Development Professionals – March 13, 2018

Due Date: Monday, October 23, 2017, 5:00 PM (EST)

Inquiries and Proposals Should Be Directed To:

Joe Quick
Director of Business Solutions
quickj@michiganworks.org
BACKGROUND INFORMATION

Michigan Works! Association
The Michigan Works! Association is a 501(c)(3) non-profit membership organization that supports Michigan’s talent development system: Michigan Works!.

The Association connects members with resources to help them better serve employers and job seekers:

- Michigan Works! Agencies
- Michigan Works! Agency Board Chairs
- Chief Local-Elected Officials
- Associate Members
- Service Providers

Michigan Works! Association provides the following services to its members:

- Advocacy and participation in the legislative process by advancing and defending interests on behalf of the Michigan Works! System
- Convening meetings as a way for members to network and share best practices
- Events to promote the Michigan Works! System
- Staff development and technical assistance

The mission of the Michigan Works! Association is to provide leadership and services, and promote quality and excellence for the advancement of Michigan’s workforce development system and its customers and professionals.

Michigan Works! System
The Michigan Works! System is the first unified workforce development system in the country and an instrumental partner for developing Michigan’s economic future.

Michigan Works! Agencies are unique, but share several fundamental qualities:

- Locally-responsive and demand-driven
- Governed by a Workforce Development Board comprised of private sector representatives and Local Elected Officials
- Provide access to a full range of core employment-related services to assist businesses find the skilled workers they need, and help job seekers find satisfying careers and employment opportunities.

The Michigan Works! System contributes to the state’s economic vitality through the provision of workforce training and services that meet the needs of targeted business sectors and employers.
STATEMENT OF NEED

The Michigan Works! Association seeks a trainer to provide a full-day consultative sales approach training to workforce development professionals and other key partners that focuses on “selling” available government/non-profit programs, services and resources to the business community. This training should stress the importance of understanding your customer, the difference between traditional sales approaches and consultative selling (i.e. meeting needs in lieu of pushing programs), and how to “make the sale” regarding available workforce programs and assets. The selected trainer will work with the Association’s Director of Business Solutions to design a session that will supplement the Association’s Business Solutions Professional Training and Certification Program to enhance business services skills and successes. Keep in mind that services and resources being “sold” are primarily of no charge to businesses.

The training should include, but not be limited to the following topics:

- Knowing and understanding your customer – research and industry understanding
- Asking and actively listening – learning how to ask the right questions to discover customer pain-points
- Consultation and solutions – learning how to respond to customer challenges through available resources and getting employer support/buy-in for service delivery plan. Resources include: on-the-job training funds; available pools of talent in the workforce system; Pure Michigan Talent Connect; career fairs; recruitment assistance; additional training program funds (Skilled Trades Training Fund, etc.)
- Close – How to “close a sale” and keep employer customers coming back to access workforce resources and assistance

Note: RFP respondents should not limit themselves to the above topics. We expect your proposal to reflect your expertise in these tactics and to reflect what would best suit our trainee needs. Trainers should have awareness of federal and/or state workforce programs to effectively apply consultative sales training to workforce development goals and activities.

Target Dates
The Association expects this session to be delivered on Tuesday, March 13, 2018 as part of a Spring Training Conference.

Training Location
Training will take place at MotorCity Casino Hotel in Detroit, Michigan.

Target Audiences
This training will target the following audiences:
- Michigan Works! business services staff
- Michigan Works! managers/leaders
- Workforce professionals/partner organizations that interface with business
- State and local government staff

PROPOSAL PROCESS

The purpose of this RFP is to identify potential vendors to provide services described in the Statement of Need.

INSTRUCTIONS ON PROPOSAL SUBMISSION

This notice is forwarded for information and invitation only and is not to be construed as a contract, or as a commitment to contract. Award of any contract(s) is subject to the availability of
funding.

Offerors may submit their proposals (Section I, II and III) electronically or via hardcopy and will be accepted through Due Date: Monday, October 23, 2017, 5:00 PM (EST).

Electronic proposals must be submitted in PDF format only to quickj@michiganworks.org.

Hardcopy proposals may be delivered in person or via mail service delivery and must include one original and one copy of the completed proposal. Any differences between the original or copies liability of the bidder:

Michigan Works! Association
Attn: Joe Quick
2500 Kerry Street, Suite 210
Lansing, Michigan 48912

Inquiries
To ensure the Association maintains an open competition process, inquiries regarding this RFP must be in writing and sent to quickj@michiganworks.org. Inquiries will be accepted through Monday, October 16, 2017, 5:00 PM (EST). Inquiries and responses will be posted at http://www.michiganworks.org/rfps-rfqs by Wednesday, October 18, 8:00 PM (EST).

NOTE: Expensive bindings, color displays, or packaging are not necessary or desired. Emphasis should be based on conformity to the instructions and requirements of this RFP.

Conditions of Proposal
All costs incurred in the preparation of a proposal will be the responsibility of the Offeror and will not be reimbursed by Michigan Works! Association. Michigan Works! Association reserves the right to make an award without further discussion of the proposals submitted.

General Information/Right to Reject:
This RFP does not commit the Michigan Works! Association to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. The Association may award a contract, based on offers received, without discussion of such offers. Accordingly, each offer should be submitted on the most favorable terms from a price and technical standpoint. The Association reserves the right to accept or reject any or all proposals received as a result of this request, if it is in the best interest of the Michigan Works! Association. The Association may require the offerors selected to participate in negotiations and to submit such cost, technical, or other revisions of their proposals as a result of negotiations. The Association is not liable for any costs incurred by the bidder prior to the signing of a contract and/or written authorization from the Association to proceed with the service.

The Michigan Works! Association encourages small businesses, minority-owned firms and women-owned business enterprises to submit a proposal, and to indicate as such on the cover sheet.

Administrative Requirements
The selected vendor must sign and return all contracts to Michigan Works! Association within ten (10) days of the receipt of the contract.

All invoices and supporting documentation must be submitted within thirty (30) days of the contract end date. Failure to do so may result in non-payment.

Disclaimer
Michigan Works! Association assumes no responsibility or liability for costs incurred by the
proposer prior to the effective date of any contract resulting from this RFP. The bidder may be required to obtain licenses, liability insurance (including bonding of staff responsible for financial transactions) comply with the Americans with Disabilities Act and maintain Equal Opportunity Employment between the bidder and its employees.

**Notification of Award**

Proposals will be reviewed with notification of acceptance or refusal within four weeks of submission.
EVALUATION

Proposal Evaluation Criteria
All proposals will be reviewed and rated by a Michigan Works! Association review team. Incomplete proposals or proposals that fail to follow the submission guidelines will not be considered for review.

Proposals may be judged non-responsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal does not follow the specified format.
3. The proposal is not adequate to form a judgment by the reviewers.

For simplicity, please prepare your proposal with this outline:

I. Your recommended training plan/description with bulleted training objectives
   a. What materials will be made available to the trainees – who will prepare materials (copy) and any specific preparation requirements.
II. Pricing for a one-day training. Separate fees for trainer, materials, travel, etc.
   a. Include all training supports that you may need (laptop, projector, microphones, flip chart paper, etc.)

Rating Criteria (Out of 100 points):

25  Background and Experience – evaluation of training experience, references, experience in relevant field, training delivery, etc.
35  Content - Quality and completeness of content, materials, delivery method and proposed agenda.
10  Accuracy and Completeness of Proposal
30  Cost – your costs will be evaluated against all other proposers. Points will be assigned in decreasing 5 point increments from lowest to highest costs.

100  Total Points Awarded
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### Certification

I certify that:

a) I have been authorized to submit and sign this proposal on behalf of the submitting organization;

b) the quote is accurate and true to the best of my knowledge, the costs are reasonable and necessary for the proposed service;

c) the proposed costs do not duplicate other funds already available, or which may become available, to pay the projected costs;

d) my organization will implement the services in compliance with the stipulations and guidelines set forth by Michigan Works! Association; and,

e) the organization that I represent is an equal opportunity employer/provider.

__________________________  _________________________
Authorized Signature         Date
SECTION II – QUALIFICATIONS / PROPOSAL COMPONENTS

Complete the following information and submit two copies with the signed Proposal Cover Page (Section I). Complete responses are required for each section. All proposals must include the following:

A. Organizational Background
Provide a brief description (100 words or less) of your organization.

B. Experience/Qualifications
Include a brief description of the experience of the organization and the individual(s) who would deliver the proposed workshop, with particular emphasis on experience relevant to the Statement of Need.

C. Agenda
Please include a draft training agenda and a suggested list of training materials (handouts, etc). Note: Do not provide the actual materials, only identification of materials that will be provided.

D. Budget
Please include costs broken out by:

- Total cost for training
- Pre- or post-training preparation
- Trainer travel / lodging (if necessary)
- Training materials
- Number of trainers (cost per)
- Other relevant costs

E. References
Please attach references including names, organization, and contact information for three (3) clients who can provide insights regarding skills, qualification and delivery of requested training services.
SECTION III - TERMS

If awarded, the applicant hereby certifies and assures that it will fully comply with the following federal regulations (if applicable to your organization):

Certification and Other Terms/Conditions

- The signing individual certifies that he/she is authorized to contract on behalf of the organization offering this proposal.
- The signing individual certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreements made for the purpose of restricting competition.
- When delivering services under an approved contract, the contractor shall work under the broad supervision of Michigan Works! Association Professional Development Coordinator.
- The signing individual certifies that there has been no attempt by him/her or anyone in their organization to discourage any potential applicant from submitting a proposal.
- The signing individual certifies that he/she has read and understands all of the information in this Request for Proposals.
- The signing individual certifies that his/her organization, and any individuals to be assigned to the project, does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state, or local government.
- Michigan Works! Association reserves the right to negotiate a best and final offer with applicant selected.
- Payments shall be made on a cost reimbursement basis (no advances). Invoices shall detail expenses based on the line items in the proposal budget. Generally, Michigan Works! Association will pay invoices within 30 days of receipt, unless questions arise as to the appropriateness of an expense.
- All information received by the contractor during the course of the contract period is considered confidential, and shall be protected to the utmost ability of the contractor.
- The contract awarded under this RFP shall be subject to and interpreted under the laws and jurisdiction of the State of Michigan.

Signature  __________________________________________________

Date  __________________________________________________

(Signed certification/conditions to be returned with the proposal)