

SECTION III - VENDOR'S COMMITMENT AND PROMOTION

1. **Commitment** The Foundation asks each Vendor to make four commitments to ensure the overall success of the program relating to this RFP.
 - a. Corporate Commitment - A commitment that the Foundation for California Community Colleges (Foundation) has the support of senior management, and that the Foundation contract is the vendor's primary offering to California public agencies and school districts. The Vendor shall make its existing public and private agency clients aware of its Foundation contract, and upon any agency's request, such agency will be transitioned to the vendor's Foundation contract.
 - b. Sales Commitment - A commitment that the Vendor will aggressively market the Foundation and that the field and internal sales force will be trained, engaged and committed to offering the Foundation to public and private agencies in California, with a further commitment that all the Foundation sales be accurately and timely reported.
 - c. Service Commitment - A commitment that the Vendor will provide at minimum the level of service defined in the agreement to any and all participating public and private agencies purchasing through the Foundation's contract.
 - d. Communication and Information Commitment - Establish the following communication links to facilitate customer access and communication:
 - Information for website
 - Standard logos;
 - Summary of products and pricing;
 - Information web-link to manufacturer's website;
 - Overall information about manufacturer;
 - Other promotional material as desired.
 - A toll-free telephone for inquiries and orders
 - Regional or toll-free fax number for inquiries and orders
 - An email address specially for FCCC member's for general inquiries

2. **Program Promotion** The Foundation recognizes that each Vendor has a successful business and may choose to meet its commitments to the Foundation's Purchasing Program in a variety of ways that best suit the Vendor's business model, organization, and market approach. The following are Program Standards intended to assist the vendor in successfully implementing the Foundation contract.
 - a. Account Management Team – The Vendor shall provide an account manager with the authority and responsibility for the overall success of the Foundation contract within the vendor's organization. The Vendor shall also designate a Lead Referral Contact Person responsible for receiving communications from the Foundation for California Community Colleges concerning new public agency registrations, and for ensuring timely follow up by the vendor's staff on requests for contact from public school districts. Additionally, the Foundation suggests the Vendor implement and support a vendor-based internet web page dedicated to the Vendor's Foundation program and linked to the collegebuys.org, schoolbuys.org, and/or facilitybuys.org website.

- b. Quarterly Review – Upon request, the Foundation for California Community College will schedule a quarterly review with the Vendor to evaluate the Vendor’s performance of Vendor Commitments and Program Standards outlined herein.
- c. Foundation for California Community Colleges Purchasing Program Awareness – The Foundation for California Community College (Foundation) is responsible for marketing the overall Foundation purchasing program concept and programs to Participating Public and Private School Districts. The Foundation for California Community College marketing is intended to supplement and enhance the direct sales effort of the Vendor. The Vendor assists by providing camera-ready logos and by participating in related trade shows and conferences. The Foundation employs a marketing team, a network of partner associations, direct mail, the Internet and newsletters, and other publications to increase awareness.
- d. Vendor Sales — The vendor is responsible for proactive direct sales of the Vendor’s goods and services to public school districts across California and the timely follow up to leads established by the Foundation. Use of product catalogs, targeted advertising, direct mail, and other sales initiatives are encouraged. All sales materials are to use the Foundation logo. The Foundation for California Community College will provide each vendor with its logo and the standards to be employed in the use of the logo. At a minimum, the vendor's sales initiatives should communicate that:
- The contract was competitively solicited by a Public Agency;
 - Best educational pricing focused on the Total Cost of Ownership (TCO);
 - There is no cost to participate;
 - The contracts are non-exclusive..
- e. Sales Force Training –The Vendor is responsible for the training of its sales force on the Foundation contract. The Foundation may provide training materials and generally assist with the education of sales personnel. At a minimum, sales training should include:
- Key features of the Foundation contract;
 - Understanding of the process of development of the Agreement;
 - Working knowledge of the Foundation Organization and Solicitation Process;
 - Awareness of the range of public and private agencies districts that can access the Foundation;
 - Value Added Benefits of using a contract for public agencies.