



**NASPO**

**ValuePoint®**

**HOW TO SELL  
THROUGH COOPERATIVE AGREEMENTS**



# What's a Cooperative?



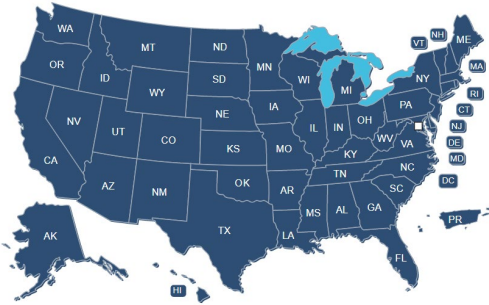
# NASPO'S PURCHASING COOPERATIVE

Started in 1992 as WSCA

WSCA evolved into NASPO ValuePoint as  
a Division of NASPO



# NATIONAL ASSOCIATION OF STATE PROCUREMENT OFFICIALS



Members are the CPOs of all 50 states, DC and the US Territories



NASPO was established in 1947 to dispose of surplus property following WWII.



We celebrated our **75<sup>th</sup> Anniversary** in 2022 and remain committed to supporting and elevating public procurement.

# BENEFITS OF COOPERATIVE CONTRACTS



Typically awarded to multiple suppliers to provide the largest pool supplier options possible for purchasing entities nationwide.



Keeps administrative costs low for purchasing entities, as there is no need for solicitation.



Obtain more favorable pricing by using nationwide purchasing power in lieu of smaller individual state or local government entity purchasing power.

# COOPERATIVE GOAL:

Create **best value** contracts through a **transparent** competitive process, leveraging the **buying power** of all 50 states, and maximizing the opportunity for **all state and local public entities** to utilize



# How Can Suppliers Participate?

- Respond to an active cooperative solicitation
  - ([www.naspovaluepoint.org](http://www.naspovaluepoint.org))
- Partner with a current Contract/Master Agreement Holder
  - Become a Value Added Reseller or Subcontractor
  - Explore adding your products to a current catalog/supplier offering
- Contact [info@naspovaluepoint.org](mailto:info@naspovaluepoint.org) for more information



# Be Prepared

1. **What is their current contract status?**
2. **How will adopting your contract benefit them?**
3. **Understand timelines & provide input for future bidding opportunities?**
4. **Summarize talking points and selling points**
5. **Is the CPO or Senior Leadership new?**
6. **What are the objectives and politics in the state?**
7. **Have end users changed in, i.e., Director of DOT**



# Ethics in State Government

- 1. Respect the CPO or Senior Leadership decision, don't continue to seek out staff**
- 2. Do not seek out state employees on social media or go to their office**
- 3. Don't provide gifts or other offers**



A person's hands are shown typing on a laptop keyboard. The image is overlaid with several semi-transparent icons: a trophy, a graduation cap, an open book, a magnifying glass, a target, and a play button. The background is a blurred office setting.

# USE YOUR COOPERATIVE SUPPLIER RESOURCES

NASPO

ValuePoint®



**NASPO**  
National Association of  
State Procurement Officials



NASPO  
**ValuePoint**

Your strategic partner for  
public procurement solutions.



# COOPERATIVE RESOURCES FOR SUPPLIERS

## Supplier Training

- NASPO Supplier Academy

## Supplier Marketing Resources

# SUPPLIER PORTAL

## Welcome to the Supplier Portal

Resources for current and future  
Valuepoint Suppliers

[Download our Mobile App »](#)

[Supplier Toolbox](#) →

[Supplier Academy](#) →

[Future Suppliers](#) →

[Emerging Markets](#) →

[Active Solicitations](#) →

# SUPPLIER ACADEMY

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## Login

Login below to see all your courses.

Username

Password

Login

Keep me logged in [Forgot Password?](#)

OR

Sign Up

# SUPPLIER ACADEMY

The screenshot shows a web interface for a 'Supplier Development' course catalog. At the top, there is a dark blue header with a 'Procurement' logo. Below the header is a navigation bar with a back arrow and the text 'SUPPLIER DEVELOPMENT'. The main content area features a breadcrumb trail: 'Catalog > Supplier Development'. Two course cards are displayed. The first card, 'ValuePoint Selling the Value of Cooperative', is marked as 'Completed' with a green checkmark. The second card, 'ValuePoint Supplier Strategic Planning', has an orange 'Resume' button. Both cards show a 5-star rating with one review.

**Procurement**

← SUPPLIER DEVELOPMENT

**Catalog** > Supplier Development

**ValuePoint Selling the Value of Cooperative**  
Online Course · 1h 15m  
★★★★★ (1)  
Completed ✓

**ValuePoint Supplier Strategic Planning**  
Online Course · 3h 1m  
★★★★★ (1)  
Resume ↻



## **ValuePoint Supplier Strategic Planning**

Online Course

### **Highly Recommended**

- Contract Administrators
- 3-hours to complete
- FREE

# **Business Planning Elements**

Participating Addendum Strategy

Onboarding & Organization  
Management

Marketing & Communication  
Platforms

Training & Sales Enablement

Value Proposition & Market Analytics

Strategic Partners & Distributors

Account Management &  
Performance Reviews





## **ValuePoint Selling the Value of Cooperative**

Online Course

### **Highly Recommended**

- Sales Managers Reps
- One-hour to complete
- Videos / Testing

## **ValuePoint Tools & Resources**

Origins of Cooperative Procurement  
Contracting Standards & Participation  
Cost of Bidding  
Contract Analysis  
Value of Cooperative Procurement  
Your Contract Award

# Supplier Academy Courses are FREE! For a Limited Time Only

*Earn your Supplier  
Academy Certificate  
and put yourself  
ahead of the  
competition!*

Courses include:

- **Foundations of Public Procurement**
- **Selling the Value Of the Cooperative**
- **ValuePoint Supplier Strategic Planning**
- **Introduction to NASPO ValuePoint Sourcing Teams**
- **Introduction to Request for Proposals**
- **Introduction to Bid Protests**

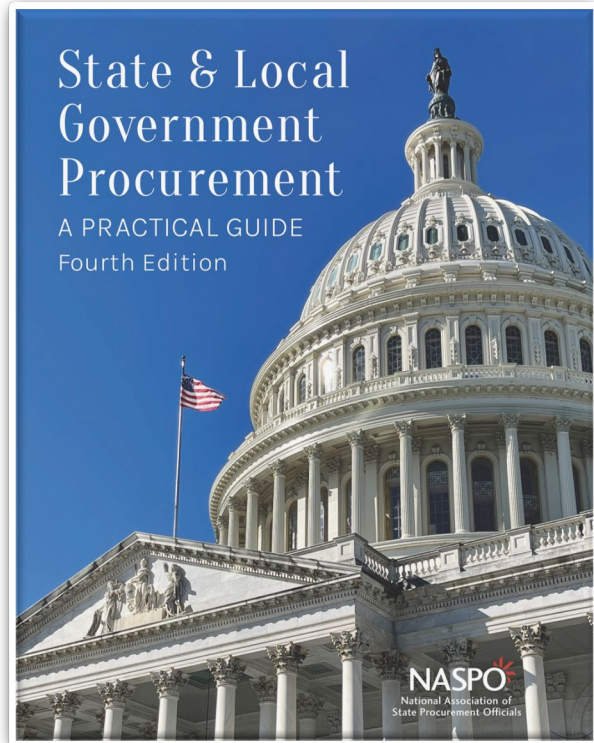
...and MORE!

# NASPO's Blog & Podcast: Procurement Pulse



[pulse.naspo.org](http://pulse.naspo.org)

# STATE & LOCAL GOVERNMENT PROCUREMENT: A PRACTICAL GUIDE



NASPO will release the fourth edition of its flagship publication, “*State and Local Government Procurement: A Practical Guide.*” in January 2024. First published in 2008 and updated in most recently in 2023, the 4<sup>th</sup> edition is an indispensable reference tool for both new and experienced government procurement professionals.

Keeping pace with changes in procurement trends, the fourth edition of the *Practical Guide* has been substantially reorganized and rewritten to reflect the priorities of public procurement officials.



**RFX Premier**<sup>TM</sup>  
Procurement Professionals Alliance Cooperative

The  
Opportunity

## Procurement Professionals Alliance

### NASPO is the catalyst

- Unify and elevate the profession
- Recognition of Procurement as profession with US Bureau Labor Statistics
- Create pathway for new practitioners in the profession
- Universally recognized certification
- Education and professional development
- Advocacy and a unified voice
- Identify and establish joint-initiatives with procurement entities and industry partners

# RFxPremier: Our Intent

- **RFxPremier will Offer:**
  - Simplified processes and adoption criteria
  - Procurement expertise and leadership
  - A pledge to meet every day needs with innovative solutions
- **A Cooperative for All**
  - Portfolio offerings for higher education, transportation, healthcare, non-profit, local governments



**Procurement Methodologies:  
Partner Contract Opportunities - Defined**

**These contracts:**

- Are established competitive contracts
- Incorporate cooperative terms and conditions
  - e.g. expand adoption beyond one purchasing entity, inclusion of an administrative fee (1%)

**What this means for contracted suppliers:**

- Expanded access to new purchasing entities
- Additional sales
- Faster sales





# How Can RFxP Work With You?

## Get Involved

- Respond to request for information/ industry days
- Participate in emerging market initiatives

## Share

- What contracts do you have that would be a good fit for RFxPremier?



# Procurement Methodologies: Entity-Led Portfolios - Defined

- Collaborative procurement
  - Led by an entity's purchasing department
  - Supported by an RFXPremier CPM
- Standardization and collaboration
  - RFXPremier solicitation template
    - Entity-required terms and conditions
  - RFXPremier holistic procurement approach and support
- Emphasis on:
  - Innovative processes and scopes
  - Emerging markets
  - Agile and fast-paced procurements



## What Makes RFXPremier Different

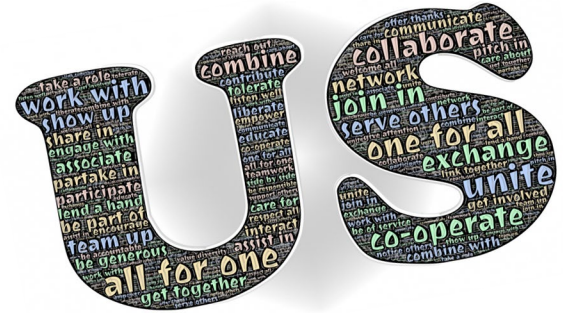
**We care about our profession.**

**RFXPremier is a non-profit organization focused on:**

- Promoting the procurement profession
- Providing education and training
- Giving back

**We recognize entities' unique needs and strive to meet them.**

**Working together, as a true cooperative, for better contracts and solutions.**



# Next Steps

Review contracts currently available

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Review upcoming solicitations planned

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Identify opportunities & send to RFXP

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Respond to RFXP solicitations

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Provide feedback

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Leading the Way in Procurement Excellence



# 2025 NASPO EXCHANGE CONFERENCE

March 4 - 6, 2025

Las Vegas, NV



Leading the Way in Procurement Excellence

Registration Deadline

**January 28, 2025**

# CONTACT



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**NASPO ValuePoint Website**  
[www.naspovaluepoint.org](http://www.naspovaluepoint.org)

**RFxPremier**  
[www.rfxpremier.org](http://www.rfxpremier.org)



**THANK YOU!**