

How to Sell Through Cooperative Agreements

Oklahoma State Suppliers Expo
Aug. 6, 2025



NASPO

ValuePoint®

Speaker introductions



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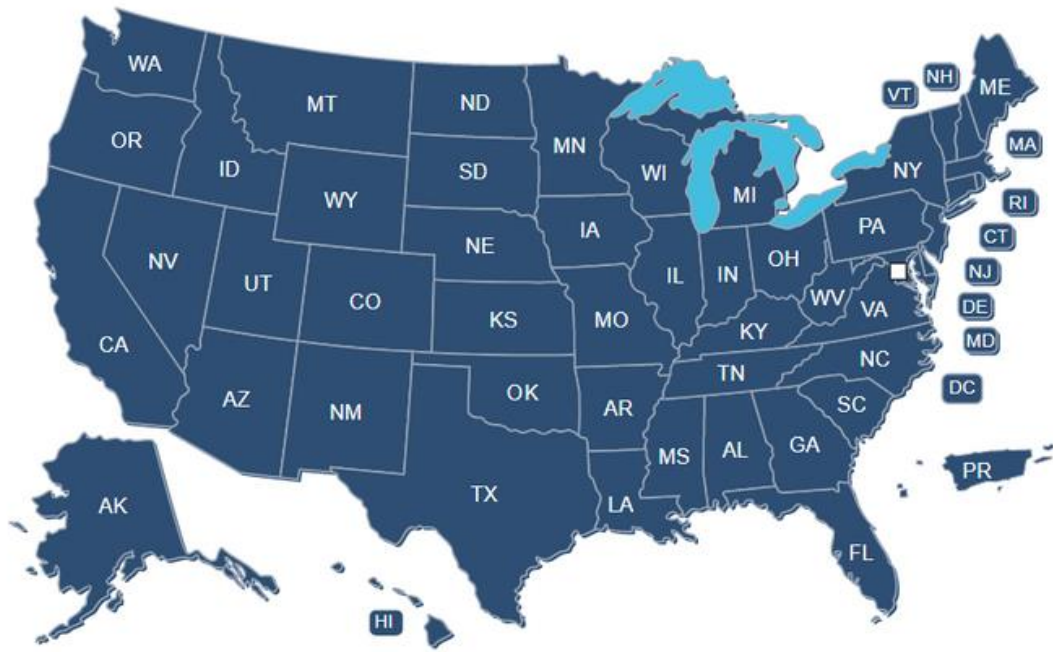
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NASPO's purchasing cooperative

- Started in 1992 as the Western States Contracting Alliance (WSCA).
- WSCA evolved into NASPO ValuePoint, the cooperative purchasing division of NASPO.



National Association of State Procurement Officials



Members are the CPOs of all 50 states, D.C. and the U.S. territories.



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



We celebrated our **75th anniversary** in 2022 and at 78, remain committed to supporting and elevating public procurement.



What is a cooperative?

What is a cooperative?



**Collaborative
procurement
vehicle**



**Lead state
model**



**Flexible
participation**



**Efficiency and
cost savings**

What distinguishes ValuePoint from others?

- ✓ Largest public purchasing cooperative, with **\$24 billion+ in 2024**.
- ✓ **State-to-state** cooperative purchasing.
- ✓ **Transparent and fair competition** in accordance with lead state's procurement code.
- ✓ **Subject matter and state procurement experts** develop solicitations.
- ✓ **Lowest administrative fee** of all cooperatives.

VISION

Your strategic partner for public procurement solutions.

MISSION

We promote innovative and efficient procurement by states, promoting superior contracts with integrity and transparency for the public sector.



Benefits of cooperative contracts



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



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



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.

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 NASPO for more information.

info@naspovaluepoint.org



UTILIZE YOUR COOPERATIVE SUPPLIER RESOURCES





NASPO
National Association of
State Procurement Officials

NASPO
ValuePoint[®]

Your strategic partner for
public procurement solutions.



Cooperative resources for suppliers

- **Access to NASPO's Supplier Portal:**
 - Marketing toolkit
 - Social media guide
 - Templates
- **Supplier training:**
 - NASPO Supplier Academy
 - Sales team training
- **Cost/resource savings:**
 - Less time spent responding to RFPs
- **Business growth opportunities:**
 - Partner with suppliers-reseller/distributor
 - Direct awards
- **Conferences/events:**
 - Supplier Summit
 - NASPO Exchange
- **Brand recognition**

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

Welcome to the Supplier Portal

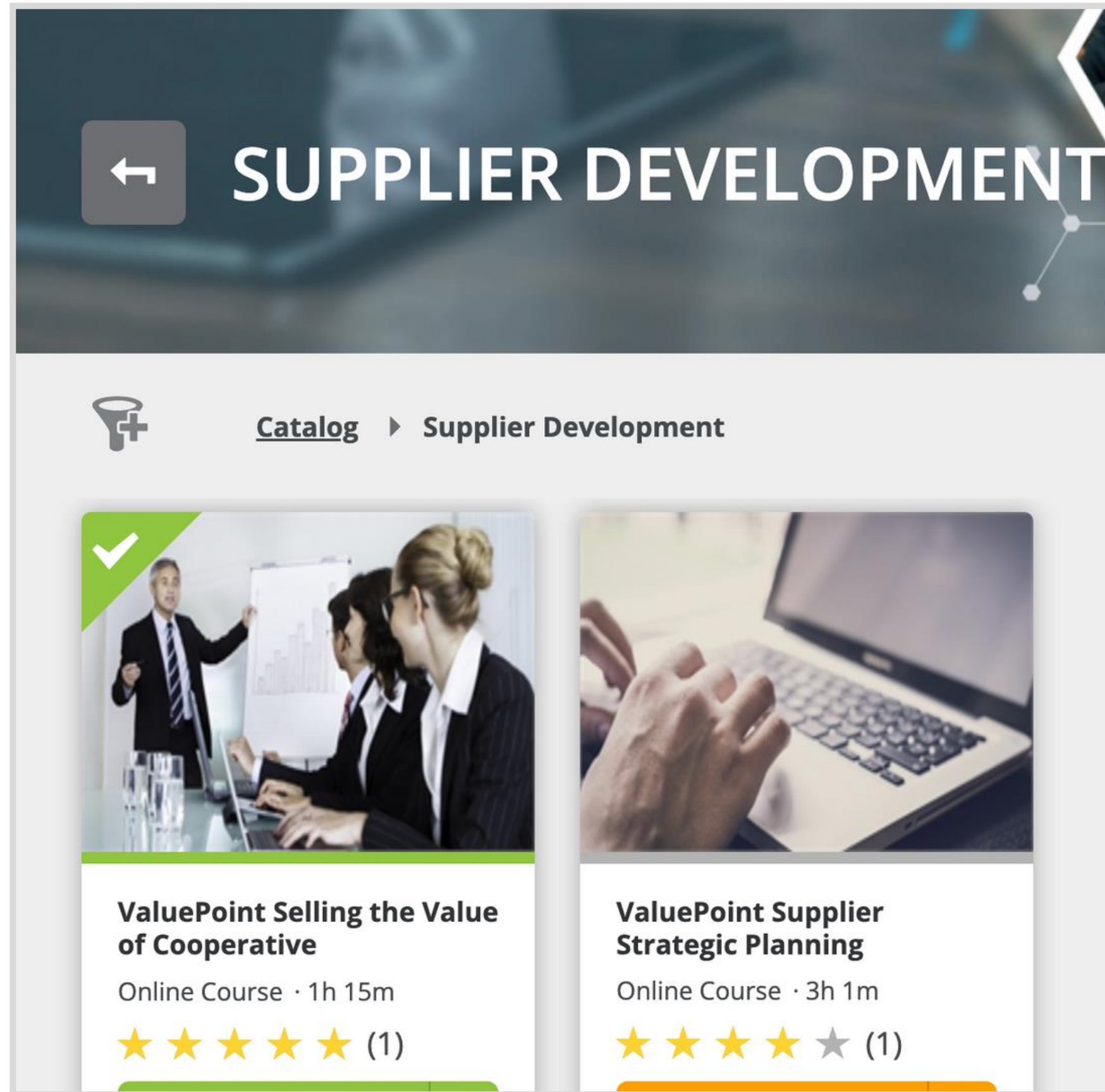
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Supplier Academy




← SUPPLIER DEVELOPMENT

 [Catalog](#) ▶ Supplier Development



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



ValuePoint Supplier Strategic Planning
Online Course · 3h 1m
★★★★☆ (1)



ValuePoint Supplier Strategic Planning

Online Course

HIGHLY RECOMMENDED

- Contract administrators
- Three hours to complete
- FREE!

Business planning elements

- Participating addendum strategy.
- Onboarding and organization management.
- Marketing and communication platforms.
- Training and sales enablement.
- Value proposition and market analytics.
- Strategic partners and distributors.
- Account management and performance reviews.



ValuePoint Selling the Value of Cooperative

Online Course

HIGHLY RECOMMENDED

- Sales managers reps.
- One hour to complete
- Videos/testing

ValuePoint tools and resources

- Origins of cooperative procurement.
- Contracting standards and participation.
- Cost of bidding.
- Contract analysis.
- Value of cooperative procurement.
- Your contract award.

Supplier Academy courses are FREE! (For a limited time)

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!

Understanding the participating addendum

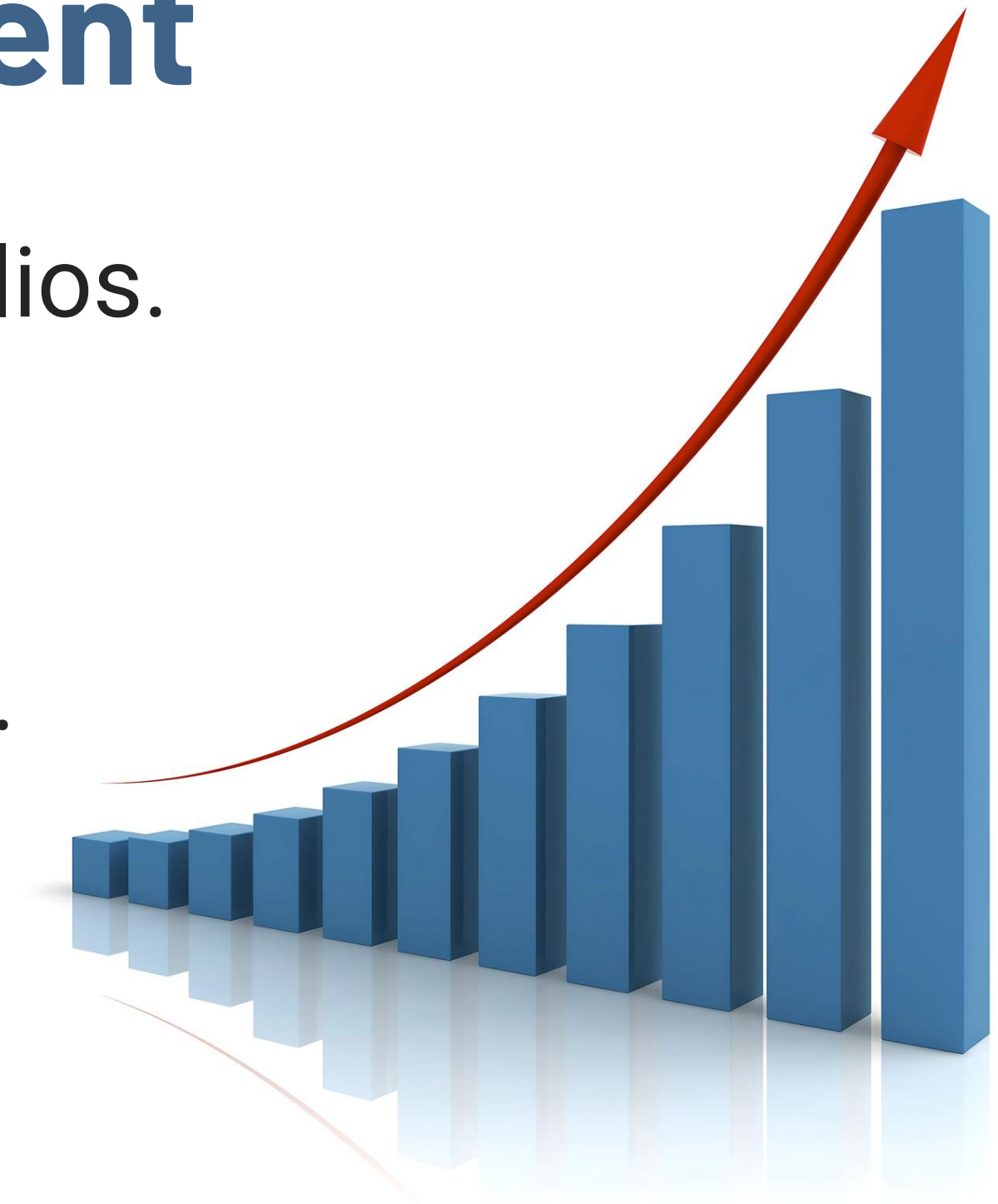
A **participating addendum (PA)** is a bilateral agreement executed by a contractor and a participating entity, incorporating the terms and conditions included in the original solicitation and any other additional participating entity-specific language or other requirements.

Navigating the participating addendum (PA) process

- Required to sell under your NASPO ValuePoint MA.
- States have specific requirements for who requires a PA.
- Each state will likely have specific terms and conditions.
- NASPO ValuePoint provides a sample PA as a starting point.
- Subcontractors and value-added resellers are not required to have their own PA.

Maximizing sales through your cooperative agreement

- Look at historic PAs from past portfolios.
- Identify opportunities before they become solicitations.
- Know your buyers and contract users.
- Simplify your process.





Rfx PremierTM
Procurement Professionals Alliance Cooperative

Procurement Professionals Alliance

NASPO is the catalyst.

- ✔ Unify and elevate the profession.
 - ✔ Procurement recognized as a profession with U.S. Bureau of Labor Statistics.
 - ✔ Create pathway for new practitioners in the profession.
 - ✔ Education and professional development.
 - ✔ Universally recognized certification.
 - ✔ Identify and establish joint initiatives with procurement entities and industry partners.
 - ✔ Advocacy and a unified voice.
- For more information, contact Zac Christensen at zchristensen@rfxpremier.org or visit www.rfxpremier.org.

QUESTIONS?

Contact



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**NASPO ValuePoint
website**

www.naspovaluepoint.org



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THANK YOU!