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## FOR IMMEDIATE RELEASE

# ARM Companies Realize 4,000% ROI by Outsourcing Bid Writing

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**Collingswood, NJ:** Net Gain Marketing, Inc. (NGM [www.netgain4results.com](http://www.netgain4results.com)) released data today from its SOLARIS proposal development service line indicating that, since 2003, clients have realized an overall return on investment exceeding 4,000% when NGM has been hired to develop responses to requests for proposal (RFPs). For every \$1,000 clients have spent outsourcing RFP response to NGM during that time, they have collectively realized approximately \$40,000 in fees from those opportunities. This includes RFPs issued by public and private sector buyers in higher education, healthcare, utility, government, retail and finance, and business to business markets, encompassing first- and third-party collection contracts and other call center and outsourced services.

Clients who make use of the program have realized lofty returns due to its features: a dedicated team of people assigned to each project, a highly-stylized graphical document template that visually complements the client's brand, project kick-off on the same day a client places an order, and the flexibility to have NGM handle multiple RFPs at the same time without sacrificing quality. NGM personnel work interactively with clients within the guidelines of a comprehensive, published set of Standard Operating Procedures (SOPs) and a formal style guide governing grammar and usage for SOLARIS projects.

Array Services Group (Array – [www.arraysg.com](http://www.arraysg.com)), a long-time program participant and client, is a case study for the kind of company that is well suited to the program. Array is a leading call center solutions and receivables management company with broad service offerings across multiple operating units. As the company has grown as a result of its people and the results delivered to clients, its marketing process has consistently yielded opportunities to respond to often-complicated RFPs from diverse client segments—and sometimes more than one at the same time. Rather than placing the entire burden of RFP response on a few key people, Array has opted for a co-sourcing model in which it has the flexibility to engage NGM at will to respond to RFPs, working in hand-in-hand with key staff.

Array executive management has calculated its own ROI. President Matt Schmit commented, "Prior to using SOLARIS our track record with winning RFPs was at best 5% ... with NGM on our side we have won over 40% of our bids and have parlayed a \$50,000 investment into over \$5,000,000 in annual contracts! Their experience, guidance, professionalism, and attention to detail are second to none and have proven to be a key ingredient in our most recent growth and success."

The program also delivers impossible-to-quantify benefits beyond any ROI calculation. For example, the program eliminates embarrassing spelling and grammar errors, reinforces management's commitment to supporting key staff members with timely assistance, and



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permanently eliminates an RFP response as the reason why an otherwise qualified company may have been unsuccessful in efforts to secure or retain a client.

NGM President Nick Bernardo stated, “The release of client ROI data under the SOLARIS program and the numbers themselves should give people an idea of not only what we have to offer, but also of the kind of client that excels within the program. Of course not every client realizes such a gaudy return, but the ones that do have a few things in common. They embrace outsourcing in the same way they ask their clients to do so. They have an aggressive marketing approach that leads to consistent opportunities to tell their story. And they know the importance of projecting quality.”

NGM also announced plans to offer additional ways in which clients may choose to take advantage of the SOLARIS program, including a temporary staffing model for clients that just want access to a qualified writer and project manager for a few days, and, for larger organizations with their own proposal writing staffs, the ability to implement the SOLARIS process using their own people. For more information, visit [www.netgain4results.com](http://www.netgain4results.com).