



## New Holland wins more business, more easily with VendorPanel Marketplace

We spoke to Andrew Barrie, Government and Corporate Business Manager, who has the challenging task of managing Requests for Quote (RFQs) and tender submissions across over one hundred dealerships in Australia.

### How does using VendorPanel benefit New Holland?

"I manage the Government and Corporate business for our company and it allows me, and our field staff and dealers, to manage RFQs without having to follow up with Councils and corporates for information. This saves us a lot of time and also means that we hear about opportunities as soon as they're released, which makes the RFQ process fairer.

I can also efficiently review an RFQ, determine if we have a product that's suitable, and then send it to the appropriate dealer to complete the quote. VendorPanel allows me to vet the responses returned to me prior to submission which is vital in maintaining the quality standard of our quotes and tenders.

Finally, when we have been unsuccessful with a quote, VendorPanel allows us to learn and improve, due to the feedback we receive from customers through the system. This communication feature is really useful for us as it means we know how to improve our proposals for the next opportunity."

### Has using VendorPanel increased the amount of projects you win?

*"Yes, it has definitely made a difference. It simply makes it easier for us and our dealers to respond. Participation rates are up, and therefore so is our success rate."*

#### VendorPanel Marketplace

To be eligible to receive opportunities to supply to New Holland and other organisations using VendorPanel Marketplace, just register your business at [VendorPanel.com/Marketplace](http://VendorPanel.com/Marketplace). It takes just minutes and it's FREE for suppliers!

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New Holland is a global brand of agricultural machinery produced by CNH Industrial. They have been a registered VendorPanel supplier since 2011.

[VendorPanel.com](http://VendorPanel.com)