



# INSIGHTS

## #1 Source of Pre-Tender Public Sector Leads for Work-Winning Sales Teams

Don't settle for mediocre results. Invest in Oxygen Insights and unlock your full potential as a Sales Manager.



### No more cold calls. Call buyers pre-tender, first.

As a Sales Manager, you understand the challenges of consistently identifying high-value leads, gaining a competitive edge, and streamlining your sales process.

Oxygen Insights is the ultimate solution, providing the tools and insights you need, including pre-procurement leads - plus spend, tender and contract awards data - to focus your time effectively and drive revenue growth like never before.



*Insights is an essential solution that we heavily rely upon to give us deep data insights into our strategic market segments. Before using Insights, our business development teams spent hundreds of hours sporadically retrieving contract registers, FOI requests and other strategic documents.*

*We use the data from Insights to formulate our strategic development plans, which is also essential in establishing go/no-go decisions, providing significant savings in bidding activity. Our business development is more laser-sighted and data-oriented, transforming our pipeline from potential to predictable revenue.*

**James Heysmond, Business Development Director, Bellrock Group**

#### Identify high-value leads before the rest

Get out of the tenders scrum. Use Insights Pre<sup>2</sup>Procurement intelligence to find opportunities months, even years before ITT, so you can build the right relationships in advance. Get tailored, real-time lead alerts directly in your inbox.

#### Gain a competitive edge with targeted insights

Leverage competitor intelligence to position your offerings effectively. Access comprehensive market data to make informed decisions and outsmart the competition. Learn when incumbent's contracts are due to end so you can prepare to bid.

#### A single source of market intelligence

Collaborate seamlessly with marketing and bid teams using Insights to align your strategy. Integrate Oxygen Insights with your CRM for a unified view of your pipeline. Utilise historical procurement data to tailor your approach and win more deals.



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