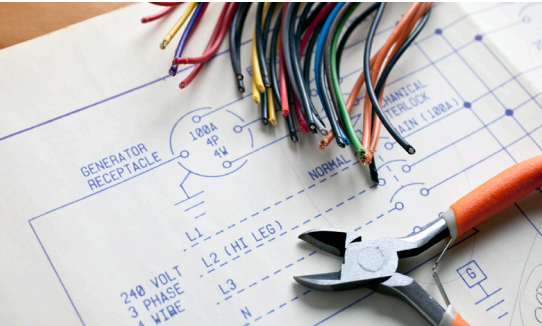




Seller Success Spotlight: Inline Electric Supply and Lighting Showroom

Nearly 25 years ago, Huntsville, Alabama-based Inline opened its doors with the goal of being, “the best place in town for electrical contractors, commercial, institutional and industrial customers to trade for their day-to-day electrical supplies”. Today, they are expanding that vision, and their bottom line—by winning federal government contracts on FedBid.



“When you’re new to the field and trying to figure out how to get into this kind of sales, it can be daunting—but FedBid was really easy and completely simplified the process. It opened up the opportunity for us to find opportunities to complete in an open market.”

—**Brent Wigginton**
President, Inline Electric

Challenges:

- While successful in local sales, for a small company like Inline, federal government sales efforts seemed out of reach.
- Traditionally big federal government opportunities were tough to find, tough to track and tough to bid on.
- They didn’t have the manpower or resources to dig through FedBizOps or other online resources where opportunities were listed.

Approach:

- Inline representatives were first introduced to FedBid at a conference in May 2012.
- Intrigued by the opportunity, lack of upfront fees and promise of free sales support, they registered at www.FedBid.com.
- Inline sales team members took advantage of FedBid’s free Seller webinars to make sure they were maximizing their efforts and opportunities.
- After just a few weeks, they won their first award.

Results:

- Within the first six months, Inline increased government sales by over 90% from the prior year by bidding on contracts awarded to them through FedBid—including one federal agency buy totaling over \$59,000.
- They have restructured and expanded their sales team to focus more on finding opportunities through FedBid.





Inline has won awards from agencies like:

Bureau of Reclamation

Department of the Army

Department of the Navy

Federal Prison System

National Aeronautics and Space Administration

Department of State

Virginia Contracting Agency

"FedBid has changed for the better the way we sell to the government sector. Before joining FedBid, our success in selling to the government sector was limited, and it was a laborious, confusing, full time job. We'd never had national buys and solicitation opportunities.

Joining FedBid was the jumping off point for us. We used to have to scroll through page after page after page to find an opportunity. But FedBid streamlined it all down to one simple page that takes out all the guesswork. The wealth of opportunities in their marketplace is limitless. Plus the FedBid people have been terrific, I can't say enough about the excellent support I've received. I trust them as partners in my success. You'd be foolish not to get on there."

—Brent Wigginton
President, Inline Electric

Inline president Brent Wigginton's top three tips for Seller success on FedBid:

- 1. Stay on top of opportunities, keep looking at and adjusting your bids, don't give up.** You're not going to get everything, but if you keep trying, you will get something. Remember, it doesn't hurt to bid.
- 2. Learn from past bids.** If you didn't win a buy, make sure you find out information about who did and what they were doing differently. The more you learn, the better chance you'll have at winning the next one. This has been extremely helpful for benchmarking pricing, even influencing our offline sales efforts.
- 3. Communicate with your FedBid team.** They are there, ready and willing and able to make things easier, faster and smarter. They really are your partners in success.

Inline is selling items like:

