

Utah Telecommunication
Open Infrastructure Agency



Request for Proposal for
Door to Door Sales Services
RFQ # 2024SALES-002

September 9th, 2024

The Utah Telecommunication Open Infrastructure Agency (UTOPIA Fiber) invites you to submit a proposal to provide door-to-door sales for UTOPIA Fiber in our member cities.

This RFP outlines the requirements for your proposal that UTOPIA Fiber is interested in.

All proposals must be received by **5:00 P.M. Mountain Time on September 27th 2024 via email to Jeff Erwin (jerwin@utopafiber.com). **PROPOSALS SUBMITTED AFTER THE DEADLINE WILL NOT BE CONSIDERED.****

Please use email to direct all questions to Jeff Erwin (jerwin@utopiafiber.com). Any questions received will be answered and provided to other respondents.

We look forward to receiving your response.

Sincerely,



Roger Timmerman
Executive Director
UTOPIA Fiber

UTOPIA Fiber

Request for Proposals

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1. Introduction and Background

UTOPIA Fiber is committed to expanding its high-speed fiber internet services within the state of Utah. We seek to engage an experienced door-to-door sales company that specializes in telecommunications sales to promote UTOPIA Fiber’s internet packages, engage potential customers, and facilitate the sign-up process. The selected company will be instrumental in increasing our market penetration and ensuring customer satisfaction.

2. Scope of Services and RFP Schedule

The chosen sales company will be responsible for:

- Conducting door-to-door sales campaigns throughout designated areas in Utah.
- Educating potential customers on the benefits and features of UTOPIA Fiber’s internet services, including the portfolio of open-access service providers.
- Managing customer inquiries and providing clear, accurate information.
- Collecting and processing customer sign-ups and coordinating with UTOPIA Fiber’s installation scheduling.
- Mobilizing quickly to meet a sales start date of October 18th 2024.

Final submissions to this RFP must be submitted via email by 5:00 P.M. Mountain Time on September 27th 2024. Our timeline for entering the market and beginning door-to-door sales is October 18th 2024.

RFP Process	Date
Posting first available for RFP	9/9/2024
Final Submissions for RFP Due	9/27/2024
UTOPIA Fiber Award Date	10/4/2024
Entry into Market (Sales Start Date)	10/18/2024

3. Proposal Guidelines

Proposals should be comprehensive and include the following:

- **Company Profile:** An overview of the company, detailing experience in the telecommunications and door-to-door sales industry.
- **Sales Strategy:** A detailed strategy and approach for reaching target demographics within any of UTOPIA Fiber’s member cities (<https://www.utopiafiber.com/cities/>). Respondents should provide strategies for both small and large cities.
- **Case Studies:** Examples of previous successful door-to-door campaigns in similar markets.
- **Team Qualifications:** Experience and qualifications of the team, including leadership and field representatives.
- **Project Timeline:** A detailed timeline and milestones for the project, based on the sales strategy and our estimated entry into market.
- **Regulatory Compliance:** Strategies to ensure compliance with local regulations regarding door-to-door solicitation.
- **Pricing Structure:** A commission model and detailed cost breakdown for sales of 250 Mbps, 1 Gbps, 2.5 Gbps and 10 Gbps internet packages.

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Company Background & Experience:** Experience in the telecom/fiber industry and past performance in door-to-door sales.
- **Sales Strategy & Approach:** Understanding of the target market, effectiveness of sales pitch, and territory management plan.
- **Personnel & Staffing:** Structure, recruitment, and retention strategies of the sales team.
- **Sales Tools & Technology:** Utilization of CRM systems, field sales tools, and reporting capabilities.
- **Compliance & Regulatory Adherence:** Adherence to local regulations and ethical sales practices.
- **Performance Metrics:** Proposed KPIs and frequency of reporting.
- **Customer Service:** Pre-sales engagement, post-sales support, and customer satisfaction processes.
- **Pricing & Compensation:** Clarity and competitiveness of the commission structure, cost management, and incentive programs.
- **Implementation Timeline:** Detailed project plan and scalability.

Respondents can reference Appendix A for a more detailed breakdown on how submissions will be graded and evaluated.

5. Submission Requirements

Proposals must be submitted by September 27th 2024. All proposals should be sent electronically to jerwin@utopiafiber.com with the subject line “Door-to-Door Sales Proposal – UTOPIA Fiber”.

6. Contact Information

For further inquiries, please contact:
Jeff Erwin, Chief Operating Officer
jerwin@utopiafiber.com

7. Terms and Conditions

The RFP does not commit UTOPIA Fiber to proceed with any respondent. Proposals will be considered valid for a period of 90 days after the submission deadline. The issuance of this RFP does not constitute an assurance by UTOPIA Fiber that any contract will be entered into by UTOPIA Fiber, and expressly reserves the right to reject any and all quotes, cancel or reissue the RFP, or adjust or extend any due dates in the RFP process without warning.

8. Confidentiality

All information provided in the proposal will be treated as confidential. Information will only be disclosed to relevant parties involved in the evaluation process.

9. Conclusion

We look forward to receiving your proposals and partnering with a company that shares our vision for expanding high-speed internet access across Utah. This is an exciting opportunity to be part of a transformative project.

10. Appendix A

Scoring key:

- 9-10 Exceptional
- 7-8 Above Average
- 5-6 Average
- 3-4 Below Average
- 1-2 Poor

Criteria	Weight	Score (1-10)	Weighted Score
1. Company Background & Experience	20%		
Experience in Telecom/Fiber Industry			
Experience in Door-to-Door Sales			
References & Case Studies			
2. Sales Strategy & Approach	20%		
Understanding of Market & Customer Base			
Sales Pitch & Value Proposition			
Territory Management Plan			
3. Personnel & Staffing	10%		
Team Structure & Roles			
Recruitment & Retention Strategies			
Sales Representative Qualifications			
4. Sales Tools & Technology	10%		
CRM & Data Management			
Field Sales Tools			
Reporting & Analytics			
5. Compliance & Regulatory Adherence	10%		
Adherence to Local Regulations			
Ethical Sales Practices			
6. Performance Metrics & Reporting	5%		
KPIs & Success Metrics			
Reporting Frequency & Transparency			
7. Customer Service & Support	5%		
Pre-Sales Customer Engagement			
Post-Sales Support			
Customer Satisfaction & Feedback			

Criteria	Weight	Score (1-10)	Weighted Score
8. Pricing & Compensation	15%		
Commission Structure			
Cost Management			
Incentive Programs			
9. Implementation Timeline	5%		
Detailed Project Plan			
- Scalability			
Total	100%		