

Winning tenders sees the continued rise of RapidClean

RapidClean's national account manager **Rob Musilli** can't fly under the radar any more as he continues to tick boxes and score goals during his four years with the Group. Recently he was responsible for the Group winning four out of six big tenders, which included a cinema chain, hospitality group, Queensland public school contract and Hospital Purchasing Victoria. INCLEAN's managing editor, **Kim Taranto**, talks with Rob about the rise of Rapid.



Rob Musilli

Winning tenders isn't easy. In fact, it's an all-consuming task especially if it's the responsibility of just one person. Rob has fulfilled this role for RapidClean for the last four years and has some even bigger goals to score in the near future.

The Hospital Purchasing Victoria (HPV) tender was separated into two parts, Rob explained – janitorial and paper products was one tender and chemicals and hand soaps the other. RapidClean won both. “We won the contract in our own right and also by partnering with our preferred suppliers who also tendered for it and nominated Rapid as their supply partner,” he revealed.

It's a complicated process that can take weeks to put together and this time he opened it up to the members and invited them to take part in the tender application. HPV in particular needed paperwork from each of the 11 member stores involved in the contract. Unlike its multi-national competitors, Rapid doesn't have a team working on tenders and yet wins are still coming its way.

“The way it works is that if we win business in any state then all the members benefit because the Group's strengthened buying position in turn benefitting our customers by RapidCleans supplying them quality products at competitive prices,” explained Rob.

“The group has galvanised in the last four years since we've been doing it this way. And the members have come on board with what we are trying to achieve as a group,” he remarked. “They are willing to participate and be actively involved because they can see the benefit.”

The culture of RapidClean has changed, stated Rob, from a buying group to a selling group.

“A buying group has connotations for each member to be in it for themselves, to buy competitively priced products, but that's not what Rapid is about,” he explained. “As growth has steadily increased the Group is working together, rather than as individual businesses, to service clients by working as a network.”

It's been a journey of change and according to Rob it's starting to pick up momentum. “Businesses we chased four years ago were happy to receive just a box. But what we've found is that anyone can move a box, but once the box arrives, no one knows how to use what's in the box, how to fix it if it breaks or what parts it needs,” he said. “Customers are realising the value of that additional distributor support, expertise and service.

“The bottom line is that they can't deliver the promises to their customers if their supplier can't deliver the promise to them. And that's what we offer. And we base it around the three Q's – quality product, quality price and the overriding factor; quality service,” Rob continued. “Rapid promises that our customers can deliver to their customers.”

With 48 stores nationally this gives the RapidGroup the capability to supply throughout Australia. It's also sending a strong message to the New Zealand market, which has received positive results. There's also the relationship with INPACS to consider, which potentially gives the Group access to international customers.

Whichever route it takes, the direction is the same. With the help of Rob's account management RapidClean is rising up with each tender it wins and edging closer to the multi-nationals. “To move boxes is one thing, but to follow up with the service, maintenance, the parts, the warranties, the last minute deliveries or emergency orders, that's another thing altogether... and that's the Rapid difference,” said Rob.

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