

## Case Study: Vendor Contract Negotiation (UNC Asheville)



*Win AD* is an industry best practice for vendor contract negotiation and revenue optimization. In this case study, UNC Asheville Senior Administrator for University Enterprises and Director of Athletics Janet R. Cone (**JC**) and Budget and Auxiliary Services Liaison Joy Flora (**JF**) share insights about how *Win AD* has impacted vendor contract negotiations, as well as other aspects of athletics and university operations.

Winthrop Intelligence would like to thank Janet Cone & Joy Flora at UNC Asheville.



**Janet R. Cone**

Director of Athletics  
828-251-6922  
jcone@unca.edu



**Joy Flora**

Budget & Aux Liaison  
828-251-7691  
jflora@unca.edu

"The old way of preparing for vendor negotiation was calling anyone and everyone to see if they would share their contracts. The old way was time consuming and inefficient. It was not a good use of our AD's time" - **JF**

### With *Win AD*:

"We can see details of the contracts and also see creative components from other deals. It helped us create a wish list that was attainable. As a state school, you have to lay out your RFP very specifically. By knowing what to ask for, it ultimately helped us attain those wish list items." - **JF**

"Access to the contracts is critical for a state school. We cannot negotiate after the RFP process. So nailing the RFP by knowing what you can reasonably ask for helps us strengthen the proposals we get." - **JF**

### The Net Impact:

"Because we were able to create a much clearer RFP, it created instant competition among the companies who were bidding. *Win AD* helped us attain additional revenue streams because we knew what to ask for and what companies were willing to offer from reviewing the contracts on the database." - **JF**

"The value carried over to other departments such as student affairs, finance and purchasing. We provided input for an RFP for dining services from the contracts located on the database. The RFP for dining services, which also includes catering and concessions, will benefit the entire university." - **JC**

"Since we have not completed our full first-year on our new apparel contract, I do not have all the numbers to make a comparison from an ROI standpoint. However, the early indicators point to a better deal financially for us." - **JC**

**" With our recent vendor negotiations, *Win AD* helped us reduce our risk and increase our financial return."**

- Joy Flora

## How do you sum up the value?

---

"If we are reviewing any contracts, I first go to *Win AD* to save time and to become familiar with the details of the agreements. My goals are to either save funds and/or generate additional revenue for our program." -JC

"Going to one source gives us so much more information in a timely fashion and helps to secure more from the vendors who are bidding." -JF

"I would encourage other ADs to sign-up for the service. It has helped me make better decisions for our University and Department of Athletics. I am confident that *Win AD* is going to pay for itself." -JC

"The data helps us manage our expectations as well. Sometimes it is easy to assume we are going to get more because we may not fully understand the market. The data creates realistic expectations." -JC

## Maximizing Vendor Contracts:

"We have used it extensively in several areas: for our pouring rights, apparel agreement and dining services."

- JF

"I am very pleased with how much data is in the database. Simply identifying which peer schools have certain vendor contracts is very helpful and saves time."

- JF

## Improving Guarantee Game Scheduling

"I have used *Win AD* in my discussions with our head men's and women's basketball coaches concerning scheduling. The game contracts provided us the opportunity to compare the financial guarantees and develop a strategy for scheduling. This information gives us negotiating power and better clarity of the market opportunities." -JC

"Our women's basketball coach and I were surprised at the guarantee amounts being paid by some of the women's programs. As those amounts increase, we need to be aware of these opportunities." -JC

"We have identified several schools that could be added to our list of possible opponents, and we can attempt to schedule more strategically. We do not necessarily have to play the top teams to generate additional revenue." -JC

## Internal Benchmarking and Communication

"We can use the data to create financial peer benchmark reports. These reports could help us provide more accurate and timely information to other Senior Administrators on campus. Reliable data makes communicating internally much easier." -JF



TO LEARN MORE ABOUT *WIN AD*

Contact Joe Miller at **800-218-2280 ext. 2** or **Joe@WinthropIntelligence.com**

Visit us online at **www.winthropintelligence.com** • ©

Winthrop Intelligence, LLC - All Rights Reserved