LEVERAGE
SUPPLY CHAIN GROUP

3PL RFP RESPONSE CASE STUDY

How Leverage Helped a 3PL Strengthen Its Position Through a Strategic, Evaluator-Aligned Proposal



CLIENT BACKGROUND

The client is a privately held regional 3PL with more than 30 years of experience providing transportation, warehousing, and specialized logistics services in the Western and Midwestern United States. They support complex, high-value, regulated supply chains, including medical device and healthcare operations, and is known for service reliability and long-standing customer relationships.

THE CHALLENGE

The client was invited to bid as the incumbent 3PL provider for a mission-critical medical device customer re-evaluating its U.S. distribution network. The RFP sought a long-term partner capable of operating a regulated medical device warehouse in the Southern California region while executing a zero-disruption transition. The bid was managed by a third-party consulting firm and evaluated across financial rigor, operational credibility, systems capability, and execution readiness.

Key Challenges included:

- Defending an incumbent position while clearly differentiating its strategic value
- Responding under a compressed timeline
- Presenting a credible, competitive pricing model
- Demonstrating modernization of systems, processes, and facility design

The Client Engaged Leverage Supply Chain Group to Lead Proposal Strategy and Execution

LEVERAGE'S ROLE

Leverage was engaged to manage, coordinate, and develop the full RFP response, acting as an extension of the client's leadership team. Our mandate was to deliver a proposal that was evaluator-aligned, operationally credible, and commercially sustainable, while clearly reinforcing incumbent value.

OUR APPPROACH

RFP Strategy & Alignment: Assessed RFP requirements and aligned leadership on win themes that emphasized service continuity, operational strength, and incumbent advantage.

Solution, Cost & Operational Development: Defined a modernized, technology-enabled distribution solution and validated multi-year pricing to ensure competitiveness, sustainability, and evaluator alignment.

Finalization & Submission Support: Integrated and finalized a compliant, submission-ready proposal while strengthening executive messaging and preparing the team for presentation.

Deliverables

- **RFP response addressing all technical, operational, and commercial requirements**
- **Validated cost and pricing model**
- **Refined operational and transition narratives**
- **Executive summary and differentiation section**
- **Final proposal package delivered for on-time submission**

Results

1. Client advanced to the next round of the RFP process and invited to present proposal
2. Proposal strengthened client's position as a trusted, high-performing partner
3. Leverage engaged by client to support formal RFP presentation to their client

Contact Us

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