

# 5 REASONS WHY YOU MIGHT NOT BE SELLING ON

# G-CLOUD



## DOES YOUR PROBLEM LIE IN YOUR:

- Slapdash sales strategy
- Haphazard marketing
- Lacklustre listing
- Fuzzy on how the framework works
- Shoddy security

### SALES STRATEGY



- You sat back and thought the leads would find you
- You didn't set your sights on a particular department
- You didn't attend any public sector events, webinars or seminars

### MARKETING STRATEGY

- You didn't mention G-Cloud on your website
- You haven't done your homework on the sector and planned relevant content
- You forgot about social media!



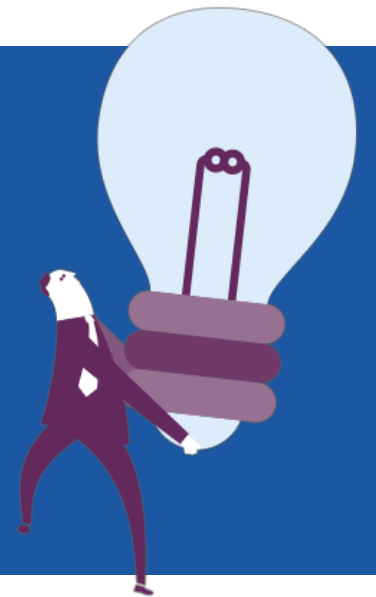
### YOUR LISTING



- You haven't made the most of your features and benefits
- You didn't think it was important to upload a Service Definition
- You didn't think about your buyer when you were working on your listing

### NOT UNDERSTANDING G-CLOUD

- You didn't read the suppliers guide
- You can't figure out the search function
- You're not sure how buyers actually buy your products and services



### SECURITY, WHAT SECURITY?

- You didn't mention your certifications!
- You don't know much about what happens with your data
- You didn't acknowledge GDPR



## WANT TO MAKE G-CLOUD A SUCCESS?

Book a free consultation to see how we can help you win business on G-Cloud!

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