

Advice Cloud 3-step process for winning public sector business

We understand the public sector procurement process from start to finish. Our 3-step process is designed with the single goal of getting you to win profitable public sector business. You can receive help on one particular step or you can opt for our services that cover each of the steps!

"We have been successfully listed on G-Cloud every time, our submission works and has brought great success to our business"

Jonny Sawyer

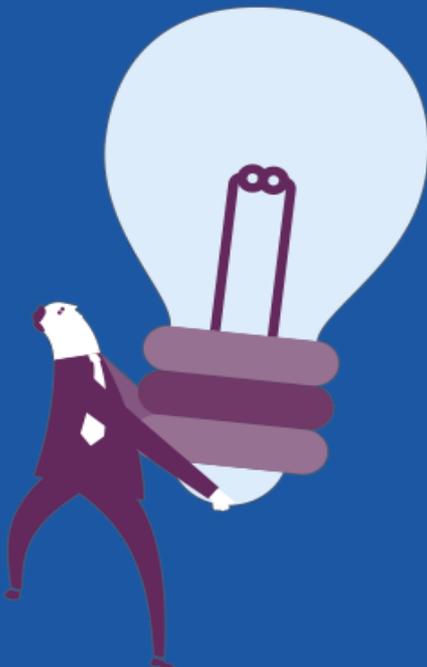
Enterprise Sales at Brandwatch

- Is it the right strategic move for your business?
- Who is your target market and what are their problems?
- What problem is your solution solving and how to communicate it?

Step 1 - Advise

Our Advise Services:

- CIO Surgery (Webinar with our Local Services Expert Jos Creese)
- Bespoke Expert Workshops (Product review and discovery workshops)
- Pitch to Tony – (Webinar with Tony Singleton, The ex G-Cloud and digital commercial programme director)
- Listing Reviews



Step 2 - Execute

- Are you a supplier on a government framework?.
- Do you have an effective public sector Sales and Marketing strategy in place?
- Do you have an effective PR strategy?

Our Execute Services:

- Framework listings
- PR Discovery Plus (Workshop & campaign delivery)
- Setting up a Public Sector Sales and Marketing strategy (Bespoke expert workshop)
- Marketing & Messaging review (Bespoke expert workshop)



- Is your strategy working?
- Are there any other new markets or sectors you should consider?
- Do you understand the frameworks you are on?
- What's the best way to buy your service?

Step 3 - Support

Our Support Services:

- Managed framework services
- Procurement consultancy
- Bid reviews
- Online Training
- Onsite training



G-Cloud listing review

Yes there are things you can change even after the G-Cloud application window is closed! Our team of experts will go over your G-Cloud listings with a fine-tooth comb and give you valuable recommendations. Your listing is the first thing buyers see. Let's make it the best it can be.

G-Cloud Experts bespoke workshop

Meet with one of our top experts face to face for a half day G-Cloud strategy review and planning workshop. The workshop will be tailored to your organisational needs. Choose to meet with: Tony Singleton OBE, Jos Creese or Dave Briggs.

"Win with G-Cloud" bespoke workshop

A full day dedicated to exploring your G-Cloud efforts. We will tell you how the framework works, review your listing on the day, help you develop your keywords, look at your spend and much more. Plus we will follow it up with a full report to get you on your way to winning G-Cloud business.

CIO Surgery with Jos Creese

Start drafting your sales and marketing strategy with former CIO and CDO Jos Creese. This service includes a 1h one to one call as well as a tailored recommendation report.

Pitch to Tony

In this 1h long call you will get to pitch your service to the person who designed the G-Cloud framework Tony Singleton OBE. Find out if he would buy your service based on your pitch. And more importantly get tips on how to improve it. The service also includes a full report as follow up.

PR support service

Delivered by our partner MantisPR this bespoke package offers you a chance to plan an effective PR strategy and execute a 3 months long PR campaign. Get your G-Cloud service in the media and in front of buyers.

"G-Cloud Essentials for Suppliers" online training course

Successful vendors know G-Cloud inside and out! Find out how the framework works in theory and practice. From the basics of public sector procurement to a practical demo of how buyers go about buying a service, this course is an excellent resources to help you get that first sale. It's online so you can access it wherever and whenever you want, and learn at your own pace.



Our G-Cloud Listing and Fully Managed Services:

If you are looking to get listed don't wait till the last moment! You can sign up for our listing services at any time. Our fully managed services can help you immensely in the lead up to G-Cloud 10 opening for applications.



STANDARD PLUS

Fully managed service

- G-Cloud service(s) submission
- Registration on Digital Marketplace portal
- All background questions answered
- Submission prep webinar
- Submission templates - compliant with CCS & GDS requirements
- Advice and consultancy on key word submission for search
- Post-award webinars on next steps & success planning
- Online training version of our 5* rated 'Welcome to G-Cloud' course
- Regular networking events
- Account management including unlimited email support
- Phone consultancy. Help your prospect buyers use G-Cloud or help with call-off contracts, for example
- MISO submission support
- Update and resubmission to next iteration of G-Cloud within a 12-month period

ENTERPRISE

Fully managed service for those with a large number of listings

- All the services provided in our Standard Plus package but special discounts on volume.

We provide a guarantee for all our framework listing services. We will refund you in full for an unsuccessful submission, should we be at fault.

Meet Our Advisors

With over 80 years of public sector procurement experience between us, we can call ourselves G-Cloud experts. We know the public sector buyer inside out.



Chris Farthing

Managing Director at Advice Cloud.

 @A_C_Chris

Prior to setting up Advice Cloud in 2014, Chris had been involved in Public Sector procurement for over 20 years in sales, management and consultancy roles. Chris has worked for the likes of DEFRA and The Metropolitan Police Service. He has extensive experience in local government working with Brighton and Hove City Council, East Sussex County Council, Croydon Council and many more.

Jos Creese

Strategic Advisor at Advice Cloud; Former CIO
at Hampshire County Council.

 @JosCreese



With over 30 years IT leadership experience, Jos has held a number of CIO roles and non-executive director positions. He is Principal Analyst for Eduserv, and an Associate Director and Past President of Socitm and current President of BCS, the Chartered Institute for IT.



Tony Singleton

Strategic Advisor at Advice Cloud; Former
Director of G-Cloud at GDS.

 @tsingleton

Tony Singleton brings experience of over 35 years working in Government to Advice Cloud. He is a graduate of the Cabinet Office's Major Project Leadership Academy, he was chief operating officer for Directgov from 2006 to 2011, before becoming chief operating officer of the Government Digital Service. From March 2014 he was the G-Cloud and digital commercial programme director, a post he maintained until March 2016.