

WIN WITH G-CLOUD

How confident are you that your sales and marketing team are making the most of the wonderful opportunity that is G-Cloud? Can they effectively communicate the benefits of the framework to prospects and attract sales by knowing how to make the buying experience streamlined? Do all of the team even know you are listed?

In our experience, buyers always look for a pain free procurement process. G-Cloud can provide this and knowing how to sell the benefits to prospects is a skill that could make the difference between the deal closing in a couple of weeks, or spanning months; or worse, disappearing to a competitor.

Our "Win with G-Cloud" half-day coaching session enables your Sales and Marketing Team to get the edge, engage with buyers and close business more effectively. It will also save your company valuable time. This time could have been better spent selling and winning, rather than having Sales and Marketing seeking answers online and asking their line managers- who in many cases simply have a subset of up to date knowledge.

The session is run by our Public Sector Experts, and covers:

- Public sector procurement 101
- Introduction to the Framework with emphasis on benefits for Buyers
- Review of your G-Cloud presence and why the listing is important for your Public Sector sales
- How to use your G-Cloud listing in your Public Sector Marketing
- How to use your G-Cloud listing to win more sales

This service is perfect for organisations who are expanding their Sales and/or Marketing staff and are keen to get them on track fast with engaging with the Public Sector. It is also aimed at suppliers that have large Sales and/or Marketing Teams who wish to achieve a greater degree of organisational buy-in and team integration.

Achieving your Public Sector targets this year cannot happen without the whole team being involved and on the same page. Our amazing service will ensure that your Sales and Marketing Team are empowered and confident to use your G-Cloud listing to its full advantage. It's time to start winning and we can give you the valuable insights that you wished you had when you decided that you wanted to win with G-Cloud.



You are probably now interested to learn more about our "Win with G-Cloud" coaching session so call us today on 0330 124 4224 or email Sales at sales@advice-cloud.co.uk