

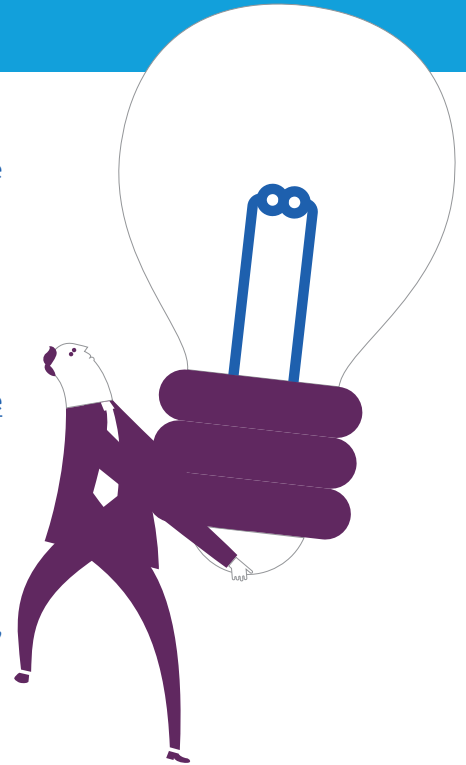
# WIN PUBLIC SECTOR BUSINESS WITH JOS CREESE

Typically, IT companies have great products and solutions, already proven to add value in one sector or another. Yet despite this, it can be a struggle to get traction in the public sector. Even if there is a compelling business case, a public service organisation may seem unduly reticent to move forward with your solution, or the sector may just in general appear to be too difficult to deal with.

**With 30+ years experience in the public sector, including high profile CIO/CDO roles, Jos's Win Public Sector Business is designed to overcome the barriers to engaging with the sector and, most importantly, help you increase your sales.**

Three steps to start the journey:

- **Background research** – Jos will take a deep dive into the business, your company, website, G-Cloud entry, the product itself, the apparent and perhaps less obvious strengths and barriers. Much of this is web-based, but we also encourage you to share reports, data, financial data and published materials that will help Jos to understand you and your position in the market. This takes a little time, but is an essential step, seeing the business as it is seen by clients, with a fresh critical eye. If you have already undertaken the short '30 minute surgery' we offer, this would also be used to support this more in-depth review
- **Analysis** – Jos's analysis is based on his public sector experience and contacts, coupled with assignments for 100+ IT companies to help them improve performance. Preparatory analysis is then undertaken. This is based on a range of questions, such as: – Where can you get most traction? Who should you be speaking with? Should you be partnering? What are the key attributes to promote? Is there a style or presentational issue? Jos uses any personal experience of your business from the range of public sector organisations he works with, as well as his general knowledge of the sector, to begin to piece together a plan and series of challenging questions for the workshop (all, of course, in strict confidence)
- **Advisory** – In dialogue with you before the strategy workshop, Jos will talk you through these initial points, and seek your view on the challenges. Together you'll pinpoint priorities for the workshop that will unlock the obstacles and prioritise the outcomes and actions you want to achieve. This might purely be 'more sales' but typically it is also about profile, engagement, specific opportunities, known problems or advice on the priorities to channel scarce resources for maximum return – balancing risk and return.



Together you will then develop an agenda for the strategy workshop, focussed on the challenges and outcomes targeted.

## The Strategy Workshop Itself

The workshop typically follows a common format, but this is adapted according to your needs, preferences, product, ambition, team players involved and of course the detailed preparation above. What is special (perhaps unique) for this facilitated workshop is the combination of ingredients brought together in one place:

- Public sector C-Suite experience, including 30 years as CIO/CDO across tiers of government and other agencies
- Inside knowledge of national and local IT procurement policy and practices, spanning central and local government, health, education and more
- A strong and proven commercial understanding of the tech industry, from the smallest start-ups to the largest IT global businesses
- Proven expert digital and IT consultancy practice, aligning research with practical action planning that is recognised across the industry.



*This is what one satisfied client had to say about Jos:*

**“As a start-up entering a new industry and market, we needed a professional with deep understanding and solid experience in the field, to help us accelerate the market entry. Jos proved to be the ideal partner: professional, well organised and a great networker who always has a smile on his face. It is without reservation that we recommend Jos for any SME operating in the complex Government Technology sector.”**

Iraklis Bourantas, Cofounder and Chief Operating Officer, Novoville

An example agenda for a typical workshop might look like:

### Part 1 – Review and Challenge Analysis:

- Defining the market and the target audience, reviewing progress to date
- Analysis and discussion of needs, preferences and priorities of the sector (e.g. business and technology challenges)
- Reviewing and refining the client proposition and marketing plans
- Target audience – e.g. C-Suite ? HR? CFO? Technologists? CTO? CIO? Specialists? Resellers?
- Tight definition of benefits/solutions to public sector business problems
- Productising solutions – simple conceptual models articulated, building credibility

### Part 2 – Defining action areas (for example, but dependent on Part 1):

- Web presence, marketing literature, support for internal business cases
- Reference material, language used, case studies, examples – cross-sectors

- Events, campaign definition
- Enabling discussions etc with prospective clients
- Defining milestones and measurable outcomes desired
- Building reputation, profile, awareness, contacts – e.g. social media
- Building Affiliations/Partnerships
- F2F client contact– level, names, organisations, approach method
- Other next steps e.g. client event

### Part 3 –Action Plans and Follow Through (partly in follow up work):

- Agree outcome priorities and actions before workshop close
- Drafting a bespoke confidential client report of actions and analysis (after the workshop)

## Service Outcomes

Our bespoke Win Public Sector business with Jos Creese service will provide you with:

1. **A solid understanding of the public sector** you are trying to address, analysed and segmented, with clarity on the priorities and targets for your business and how to navigate public sector procurement processes
2. **An honest and practical challenge of your current approach** with clear actions to improve, especially in terms of sales and marketing approach
3. **A focussed and bespoke action plan** to deliver increased sales and traction, including building contacts, events, skills, marketing and engagement activities.

These will be captured in a confidential bespoke report after the workshop which will summarise all the findings and our recommendations, with a simple action plan you can take forward, with or without any further help from us.

Our clients have universally found the experience highly constructive and valuable, and gain maximum practical help and objective analysis for the time spent.

*To learn more about how you can win Public Sector business*

*call us today on 0330 124 4224*

*or email Sales at [sales@advice-cloud.co.uk](mailto:sales@advice-cloud.co.uk)*