

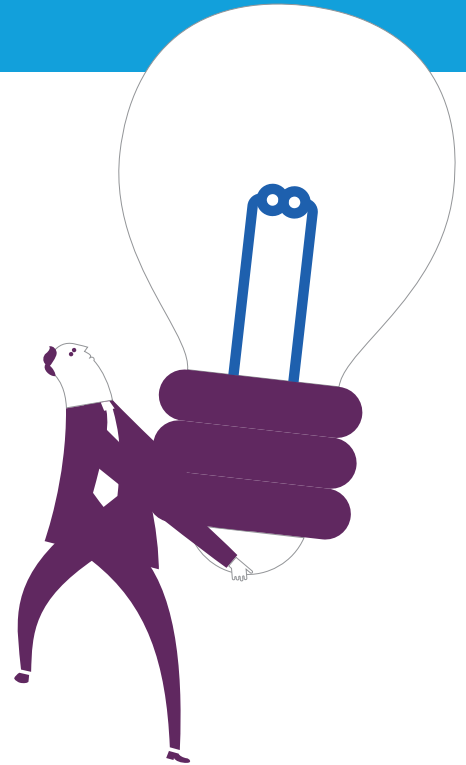
WIN CENTRAL GOVERNMENT BUSINESS WITH TONY SINGLETON OBE

Central government departments are the biggest public sector spenders in the UK. On G-Cloud alone, central government has already spent over £4bn! This is a huge opportunity for suppliers looking to make this market a success. However, central gov is a dauntingly sized bureaucracy and to win business suppliers need to have a real understanding of the environment into which they are selling – at a governmental, departmental and project level.

Delivered by Tony Singleton OBE, who has over 35 years of senior central government experience, Win Central Government Business is designed to help suppliers understand central government, fast track engagement with your prospects and help you increase your sales.

Three steps to start the journey:

- **Background research** – Tony will deep dive into the business, your company, website, G-Cloud entry, the product itself, the apparent and perhaps less obvious strengths and barriers. This is web-based, but you are also encouraged to share reports, data, financial data and published materials.
- **Analysis** – Tony's analysis is based on his central government experience. 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? This will help Tony start to begin to piece together a plan and series of challenging questions for the workshop.
- **Advisory** – in dialogue with you before the strategy workshop, Tony will talk you through these initial points, and seek your view on the challenges. Together you will 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. You and Tony will work together to develop an agenda for the strategy workshop, focused 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:

- Tony Singleton has twice been named one of the top 50 most influential people in UK IT and has been awarded an OBE in the Queen's Birthday Honours List 2014
- With over 35 years of central gov experience he has a deep knowledge of national IT procurement policy and practices.
- As a G-Cloud and digital commercial programme director at Government Digital Services he was at the fore front of setting up and designing G-Cloud, till March 2016.
- He has a strong commercial background and has run organisations at Board level and delivered business transformation and digital services. Computer Weekly has twice named him as one of the top 50 most influential people in UK IT.



This is what one satisfied client had to say about Tony:

"To put it simply, Tony Singleton gave us insights that we wouldn't have been able to obtain by ourselves. We were able to use the feedback in a meeting with a government department, and they were really impressed with what we presented."

Ben Sims, Freshworks

Service Outcomes

Our bespoke Win central government business with Tony Singleton OBE service will provide you with:

1. **A deep understanding of central government** (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