

# 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.

# An Advice Cloud case study

CLIENT: Freshworks

SERVICE: G-Cloud Training

Freshworks are a global company specialising in customer engagement software for businesses of all sizes, trusted by over 150,000 companies globally. Expanding from easy-to-use Helpdesk software, the Freshworks suite of tools now covers all aspects of customer engagement. Freshworks is one of the fastest growing SaaS companies in the world, and now have 3 products listed on G-Cloud, within separate Gartner Magic Quadrants.

Freshworks have worked with Advice Cloud for several years, going through multiple iterations of G-Cloud and benefiting from our StandardPlus services. Supplying Helpdesk, CRM and Service Desk software to organisations across multiple sectors, Freshworks utilise Advice Cloud's StandardPlus service for Listings, MISO reporting, market insights, and much more.



## HOW IT ALL STARTED

Simon, the General Manager at Freshworks UK required training for his Sales team on the in-and-outs of G-Cloud. The team had already been successfully making sales on the framework, but Simon realised a gap in knowledge which was impacting his team's ability to make more sales. Having worked with us on multiple iterations of G-Cloud, Simon knew that Advice Cloud had the expertise required to fill this gap and would be able to deliver a quality bespoke workshop to meet Freshworks' needs.

## HOW WE HELPED

Simon came to us looking to improve his Sales Team's capabilities and understanding of the G-Cloud framework. Our G-Cloud Training proved to be the perfect fit for the team. Covering how the framework works, a full review of their listings, development of their keywords, and how to talk to buyers – as well as being bespoke to Freshworks' needs – ensured that the team got the most out of the time Advice Cloud spent at their offices. Recorded for any absentees, and with a full report produced for the team members, the Freshworks team had tangible resources to take away from the end of an informative day.

***“The G-Cloud Workshop with Advice Cloud was exactly what we needed – Chris (Farthing, Advice Cloud CEO) was informative, clearly knowledgeable, and had the answers to all our questions. My Sales Team walked away from the session with all the knowledge they required to communicate effectively with Buyers and grow our G-Cloud sales”***

***Simon Johnson, General Manager at Freshworks***

## OUTCOME

Freshworks have accelerated G-Cloud sales across multiple sectors, using the knowledge gained from the workshop to converse more confidently with buyers wishing to use G-Cloud, and in turn making more sales on the framework across central government, NHS and local government organisations.

After the initial training in September of last year, Simon arranged a second training to be held in July with another section of his team. Simon had realised the need for G-Cloud knowledge to be passed onto other members of his team, including marketing and account management – and given the success of the first round of training, called upon Advice Cloud for a second session. Upon the completion of this training, the Freshworks UK team are in the perfect position to take further advantage of CCS' G-Cloud framework.



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