

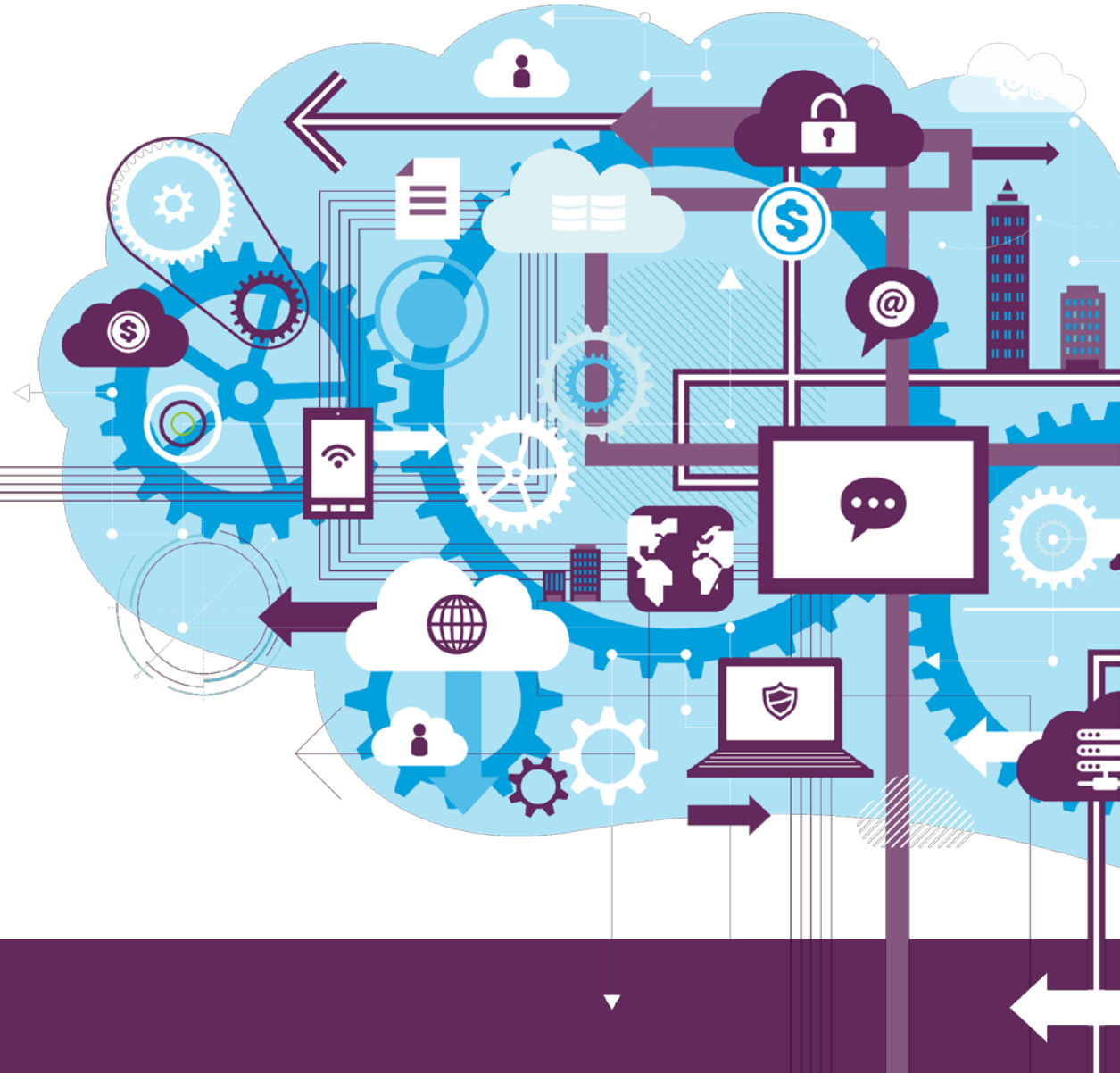
TechUK CCS G-Cloud 10 Briefing

G-Cloud top tips

Chris Farthing
10th April 2018

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Winning Public Sector Business



- Agenda
 - Introductions
 - G-Cloud top tips
 - Resources
 - Q&A



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Introductions – Advice Cloud



- Public Sector Procurement Specialists
- G-Cloud Consultants
- Work with Buyers & Suppliers
- Since Oct 2014 we have...



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Introductions – Advice Cloud



125+

Clients successfully listed across all frameworks

190+

Services successfully listed across all frameworks.

£149m

Cumulative business won by our clients across GC & DOS

71%

of our clients are SME's.

With a 100% success rate on all Frameworks (11 to date)

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Delivery partners



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G-Cloud Top Tips



G-Cloud top tips



- Know the buying process
- Research the Digital Marketplace
- Have a Sales & Marketing strategy/plan
- Get your pricing right!
- Identify target markets
- Demo the problem not the product
- Use the spend data
- Don't wait for leads!



Resources



Resources



- [Spend Data](#)
- [DMP Blog](#)
- [Pipeline/ Framework Alert](#)
- [Digital Marketplace](#)
- [CCS Supplier webinars](#)
- [AC blogs](#)
- [AC G-Cloud training](#)



Don't take our word for it!



Any Questions?



Thank you!

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