

# SELLING TO GOVERNMENT

## In-House Workshops



Intermedium's Selling to Government, in-house workshop gives your sales personnel the opportunity to optimise their selling skills when working with government.

This workshop will help you reduce the cost of sale to government and improve your win rate by improving your understanding of how to:

DEMYSTIFY THE PROCESS OF SELLING TO GOVERNMENT AND THE NATURE OF GOVERNMENT ICT MARKETS

ADOPT MORE EFFECTIVE STRATEGIES FOR SCOPING AND GENERATING PIPELINE

BETTER QUALIFY AND MANAGE OPPORTUNITIES

ALIGN WITH THE PERSPECTIVES OF GOVERNMENT EVALUATORS

IMPROVE OPPORTUNITY CONVERSION BY BEING MORE SELECTIVE IN CHOOSING WHEN TO BID

PRODUCE OPTIMISED BID RESPONSES

IDENTIFY AND ADDRESS BOTH EXPLICIT AND IMPLICIT SELECTION CRITERIA

For an outline of the topics covered, please see page 4.



## Who this course is for:

EXPERIENCED SALES PROFESSIONALS WHO ARE NEW TO THE GOVERNMENT MARKET

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SALES PERSONNEL WITH GOVERNMENT EXPERIENCE SEEKING GREATER UNDERSTANDING

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SENIOR MANAGEMENT OF COMPANIES ENTERING THE GOVERNMENT MARKET FOR THE FIRST TIME

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PERSONNEL INVOLVED IN PREPARING PROPOSALS AND BID RESPONSES



## Intermedium's Facilitator:



Since Founding Intermedium in 2004, Judy has become a highly regarded specialist on the government marketplace. As an independent industry analyst, she has an extensive understanding about both federal and state jurisdictions, and comprehensive knowledge on suppliers to government.

Prior to her commercial sector experience, Judy spent almost twenty years in the public sector, predominantly in IT-related project management and business system roles. During this time, Judy managed major IT projects and procurements and was responsible for service delivery.

These roles included senior executive service roles within the Australian Taxation Office as well as a NSW government corporation; senior project roles at the precursor to Centrelink and senior project management roles at the Office of Asset Sales.

Judy was a Deputy Commissioner of Taxation when she left the Australian Public Service and has an MBA from the Australian Graduate School of Management.

## Workshop Outline:

There will be a small amount of pre-work required by participants. The workshop starts at 9:00am and finishes at 4.30pm and includes a 30 min lunch break and 15 min morning and afternoon tea breaks.

### 1. STRUCTURE OF GOVERNMENT

- a. Drivers of government policy and delivery
- b. Locus of decision making – portfolios, departments, clusters and agencies
- c. Whole-of-Government versus agency autonomy

### 2. MARKET ATTRIBUTES

- a. Market size and addressability
- b. Hot topics, growth areas and key opportunities
- c. Common & divergent directions
- d. Whole of Government strategy impacts

### 3. PROCUREMENT FRAMEWORKS

- a. Budget cycle impacts of the sales cycle
- b. Panels, multi-use lists, service catalogues, role of lead agencies
- c. Value for money definition
- d. Efficiency versus effectiveness
- e. Tolerance for risk/appetite for innovation

### 4. KEY ATTRIBUTES OF GOVERNMENT BUREAUCRACY

- a. Accountability
- b. Hierarchy
- c. The language of Government
- d. Profiles of decision makers

### 5. STRATEGY AND POSITIONING FOR SUCCESS

- a. Government versus commercial selling
- b. Understanding the buyer's strategy and process, and how to work with it
- c. Building your eco-system of influence and achieving consensus

### 6. ENGAGING GOVERNMENT DECISION MAKERS

- a. Gaining the initial executive meeting
- b. Evidencing credentials:
  - i. References, case studies, analyst validation
- c. Aligning with Government agendas and decision drivers
- d. Creating demand and engagement
  - i. White papers, seminars and conferences

### 7. UNDERSTANDING THE PROCUREMENT PROCESS

- a. Identifying the type of Approach to Market, and what this implies
- b. Understanding evaluation criteria
- c. The evaluation process and short listing
- d. Using interviews and demonstrations to best effect

### 8. SIGNALLING UNDERSTANDING OF THE AGENCY AND ITS REQUIREMENTS

- a. The importance of an agency-specific value proposition
- b. The importance of the Executive Summary
- c. Selection of case studies
- d. Writing for government
- e. The three areas of risk and how to address them

### 9. BID PREPARATION

- a. Requirements analysis workshop
- b. Storyboarding
- c. Evidenced based reports
- d. Using risk to win
- e. The importance of an independent review
- f. Governance and communication

We can customise the workshop to accommodate your specific market offering or jurisdictions of interest.

We will ensure an interactive learning experience and provide a comprehensive workshop manual for all attendees.

## Fee Structure

Number of Participants	Per Person \$ ex GST	Per Person \$ incl GST
FIRST 10 PARTICIPANTS (1-10)	\$1,200	\$1,320
NEXT 10 PARTICIPANTS (11-20)	\$1,100	\$1,210
NEXT 10 PARTICIPANTS (21-30)	\$1,000	\$1,100
NEXT 10 PARTICIPANTS (31-40)	NO ADDITIONAL FEE	

As this is an in-house workshop, we request the following:

**NO FEWER THAN 6 PEOPLE ATTEND (\$7,200 EX. GST MINIMUM)**

**ONE KEY CO-ORDINATOR FOR INTERMEDIUM TO WORK WITH**

**THE NOMINATED KEY CO-ORDINATOR TO ADVISE ALL ATTENDEES OF DETAILS OF THE WORKSHOP AS WELL AS PROVIDE SUPPORT ITEMS SUCH AS FLIP CHARTS, PENS ETC AND ANY CATERING FOR THE EVENT**

**IF REQUIRED, THE PAYMENT OF TRAVEL AND ACCOMMODATION FOR ANY PARTICIPANTS AND WORKSHOP FACILITATORS**

## About Intermedium:

We provide insights about government use of technology to improve your engagement with agencies and consequent government business.



### Private Events

We leverage our capability and reputation to bring clients and government decision makers together to share views, knowledge and expertise and mutually raise awareness on key issues.



### Bespoke Research Services

You are able to commission research to generate required insights not otherwise obtainable and use this for strategic planning, market sizing, market addressability, brand positioning, white papers and thought leadership.



### Professional Development Workshops

We regularly run courses designed to heighten and accelerate public sector sales success in Canberra, Sydney and Melbourne: Maximising Government Engagement and Best Practice Tender and Bid Responses.

Both can be conducted in-house and tailored to meet your specific needs.



### Public Events

We conduct twice yearly briefings in each major jurisdiction on market developments, to which you are able to invite government guests.



### Tender Assistance

You can obtain assurance and advisory services to ensure that your tender responses are of high standard, demonstrate understanding of the tenderer's core objectives and propose a solution that addresses both explicit and implicit requirements.



### Advisory and Facilitation Services

You are able to obtain guidance and advice on a wide range of issues of relevance to the public sector ICT market.

Services include provision of key note addresses, facilitation of events, and contribution of experience and knowledge into planning sessions.

## CONTACT US

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