

STRATEGIC SALES PLANNING FOR THE GOVERNMENT ICT MARKET

Success through the right opportunity, at the right time
and with the right plan



Feel confident you have the correct 'who, when, why and what' for the best prospect of sustained success

Strategy matters. Without agreed strategic direction you cannot prosper. It helps you manage and create momentum to respond proactively rather than reactively to the changing public sector environment.

Intermedium has a deep understanding of public sector jurisdictions & sectors and of the ICT supply landscape. Let us work with you to develop a winning strategy that's right for you.

We will provide you with unparalleled insights and supporting data and collaborate with you to create your winning strategic sales plan. This plan will ensure the right opportunities are targeted, the right priorities are set, and energy, time and resources are allocated to the right areas.



Benefit from:

AN INFORMED UNDERSTANDING OF THE MACRO AND MICRO LEVEL FACTORS INFLUENCING YOUR PUBLIC SECTOR MARKET

A VALIDATION OR REALIGNMENT OF YOUR PUBLIC SECTOR BELIEFS AND UNDERSTANDING RELATIVE TO YOUR TARGET JURISDICTION'S ACTUAL NEEDS AND EXPECTATIONS

A CLEAR UNDERSTANDING OF THE OPPORTUNITIES THAT WILL YIELD THE HIGHEST RATES OF SUCCESS

PLANS THAT HAVE A GREATER PROSPECT OF EARLY ENGAGEMENT AND ABILITY TO INFLUENCE AGENCY THINKING ON REQUIREMENTS

Strategic Planning Phases



A Planning Process Tailored For You

Our Strategic Planning can be tailored to suit your needs and budget. The greatest value will be gained by undertaking all of the following.



Scoping

Framing the goals – Intermedium will work with you to establish the agreed scope and parameters that will guide the development of the planning process, including your target jurisdiction(s), your go-to-market solution, your resource availability, your measure of success and your timeframe for execution.



Research

Setting the context – Intermedium will support your strategic planning process with research to produce the vital and actionable insight you need. We recommend a Political, Economic, Social and Technological (PEST) analysis together with a Total Addressable Market (TAM) analysis and resultant estimated Compound Annual Growth Rate (CAGR), a Competitor Analysis and a Horizon Opportunity scan. While we regard all of them as vital to ensure you derive the best possible strategic plan outcome, we will discuss your specific circumstances to agree your research deliverables as part of the scoping phase.



Planning

Laying the groundwork – Pre-work is required of participants to derive maximum stakeholder value and buy-in to the workshop outcomes. Relative to the agreed scope and your offering, you will be asked to provide a Strengths and Weaknesses assessment and Intermedium will provide the Opportunities and Threats analysis. We will collaboratively work with you to finalise the agreed workshop agenda. We will also finalise the presentation materials during this phase.



Workshop

Charting the way – Utilising the participant pre-work as a key input, together with the PEST analysis and any other agreed research, we will present a comprehensive overview of the findings relative to the scope of the research. We will also facilitate the workshop such that it achieves the goals agreed in the scoping phase.



Outcomes

Documenting the outcomes – Intermedium will document the findings from the workshop and present its recommendations on opportunities to pursue to complete your strategic planning.



Ongoing Support

There when you need us – Intermedium can provide you with ongoing advisory services to further support you in implementing the outcomes.

CONTACT US

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