



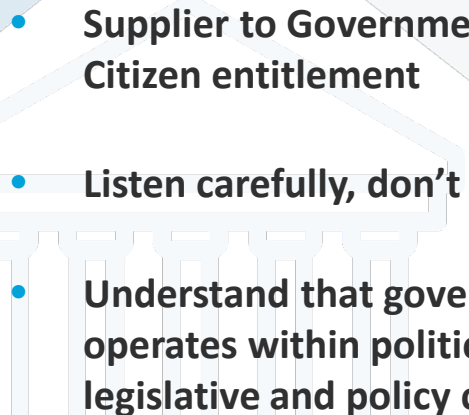
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Personal Insights Into Selling to Government

Cross Government SME Roadshow

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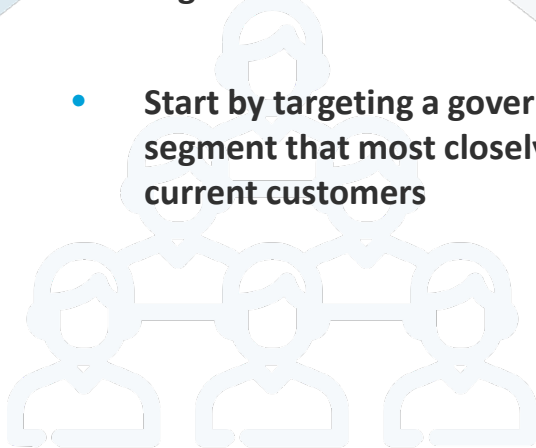
The Right Headspace

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- **Supplier to Government versus Citizen entitlement**
 - **Listen carefully, don't just 'sell'**
 - **Understand that government operates within political, legislative and policy constraints**

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- **Be respectful, polite and measured even when incredibly frustrated by bureaucracy**
 - **Be resilient, persistent and embrace learning**

Know Your Buyer Really Well

- The government and public sector marketplace is large, diverse and segmented
- Start by targeting a government market segment that most closely resembles current customers



- Research spend levels, categories of spend, who are the biggest buyers in your spend category, who have a reputation for being good to work with/for
- Attend Meet the Buyer events, webinars, conferences, ask smart questions
- Join industry associations and leverage their knowledge, contacts and networks

Closely Match Your Proposal to Your Buyer Needs/Preferences

- **Echo their language not your own - demonstrates understanding and empathy**
- **Emphasise your key differentiators and product/service features primarily as they relate to**
 - › **Delivering a superior benefit for the buyer**
 - › **Solving the buyer's problem**
 - › **More effectively or efficiently meeting the buyer's needs**
 - › **More easily accommodating their preferences**

Be Easy to Work With

- **Ensure your staff have good interpersonal and relationship management skills, not just technical/product specialisms**
- **Don't make your business process or delivery issues your customer's problem**
- **Always deliver what you promised - no excuses**
 - › **Builds your reputation**
 - › **Buyers see you as a lower risk supplier**
 - › **Good testimonials leverage other opportunities – government buyers talk to each other**

Use Feedback to Improve, Win or Lose

- Embrace continual improvement
- Don't ever be defensive, even if you don't agree or see things the same way
- Coach your people to work well with your buyer
- Coach your buyer on how to get the best from working with your people



Invest in Building Business Capability

- Go on business management courses – Business Growth Hubs, Chambers of Commerce, industry associations, etc.
- Learn to constructively engage with buyers commercially and contractually
- Build up professional bid management and bid writing capabilities
- Train your key people on business writing courses. Whatever job they do, they need to be strong and effective communicators
- Invest in appropriate accreditations
- Invest in business systems (front line and back office) that are secure, reliable, efficient and can be tailored as you grow and develop the business



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THANK YOU!