



stotles.

Webinar

Prepare for 2025: Building a quality pipeline

 14:00-15:00pm, Monday 16th December

Agenda

- 14:00-14:05 • **Introduction**
- 14:05-14:10 • **Central Gov't opportunities for 2025**
- 14:10-14:45 • **Interview with Andre Martin**
- 14:45-14:50 • **A quick look at Stotles**
- 14:50-15:00 • **Q&A**



Nono Sugawara
SMB Lead at Stotles

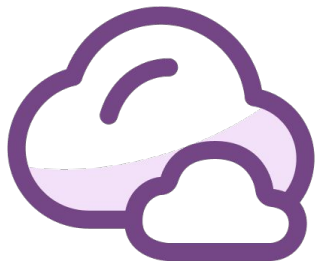
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What describes your familiarity with winning public sector contracts?

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What emoji would you use
to describe your 2025
pipeline?

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Aims of session



Get the latest update on SME spend, particularly with Central Gov't

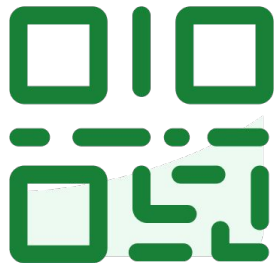


Identify key strategies for building qualified pipeline



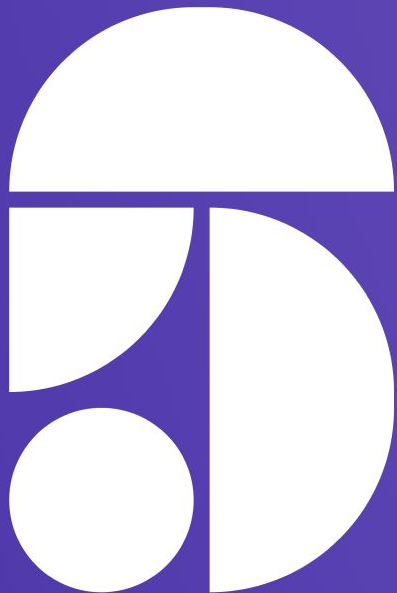
Understand how to get proactive in approaching public sector buyers

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#2334421

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Central Government Opportunities for SMEs

Current state of SMEs

£39.7 billion in total SME spend last year

20% of total spend towards SMEs

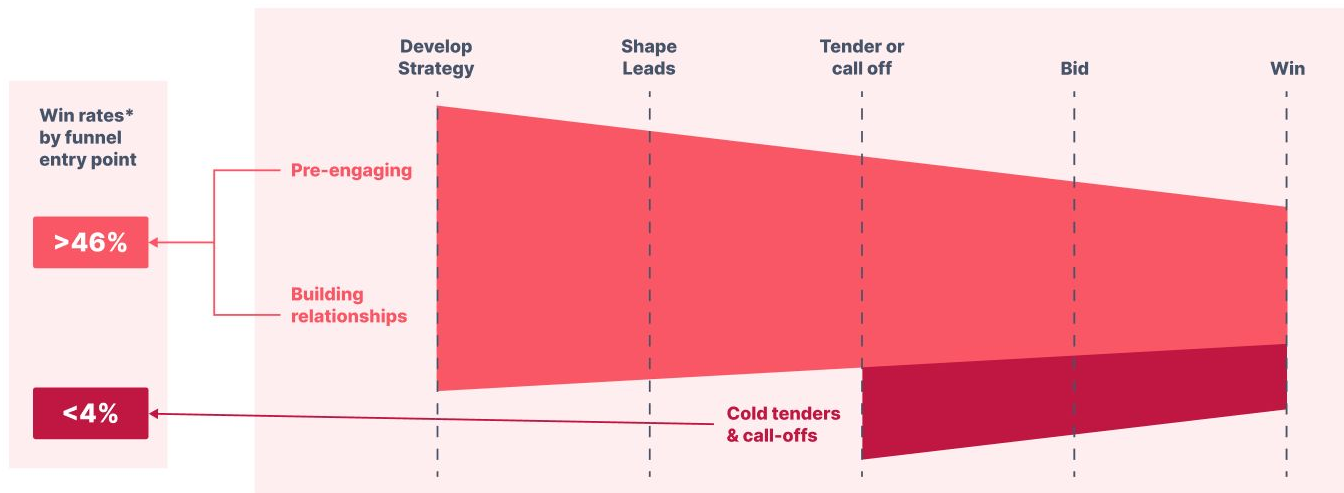
77% increase in SME spend over past 6 years

£3.52 billion through CCS in Central Government SME spend

Sources: Institute of Chartered Accountants (Sep 2024), British Chambers of Commerce (Aug 2024), Crown Commercial Service (July 2024)

Tender tracking = losing strategy

Public sector sales data tells a frustrating story



Proactively identifying opportunities

Commercial pipeline

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Platform & Services

Use Cases ▾

Plans

Resources ▾

Company ▾

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NIHR Cyber Security Services

The provision of Cyber Security Services to NIHR



Department of Health and Social Care



£5,500,000



1 Jan 2026



Re-Procurement



TBC

View original contract

IAG: Enterprise Robotic Process Automation (RPA) Platform

3-year enterprise license agreement for UiPath products



Department for Work and Pensions



£9,993,614



18 Oct 2026



Re-Procurement



TBC

View original contract

Proactively identifying opportunities

Upcoming contract expiries

Upcoming contract expiries

All contract awards matching your signal settings due to expire from today onward.

More ▾



Save view ▾

Open opportunities

Pre-tender and open tender notices matching signal settings.

Upcoming contract expiries

All contract awards matching your signal settings due to expire from...

Competitor activity

Notices where your competitor is the named supplier or has been...

Partner activity

Notices where your partner is the named supplier or has been...

All views

Search notices

Filters

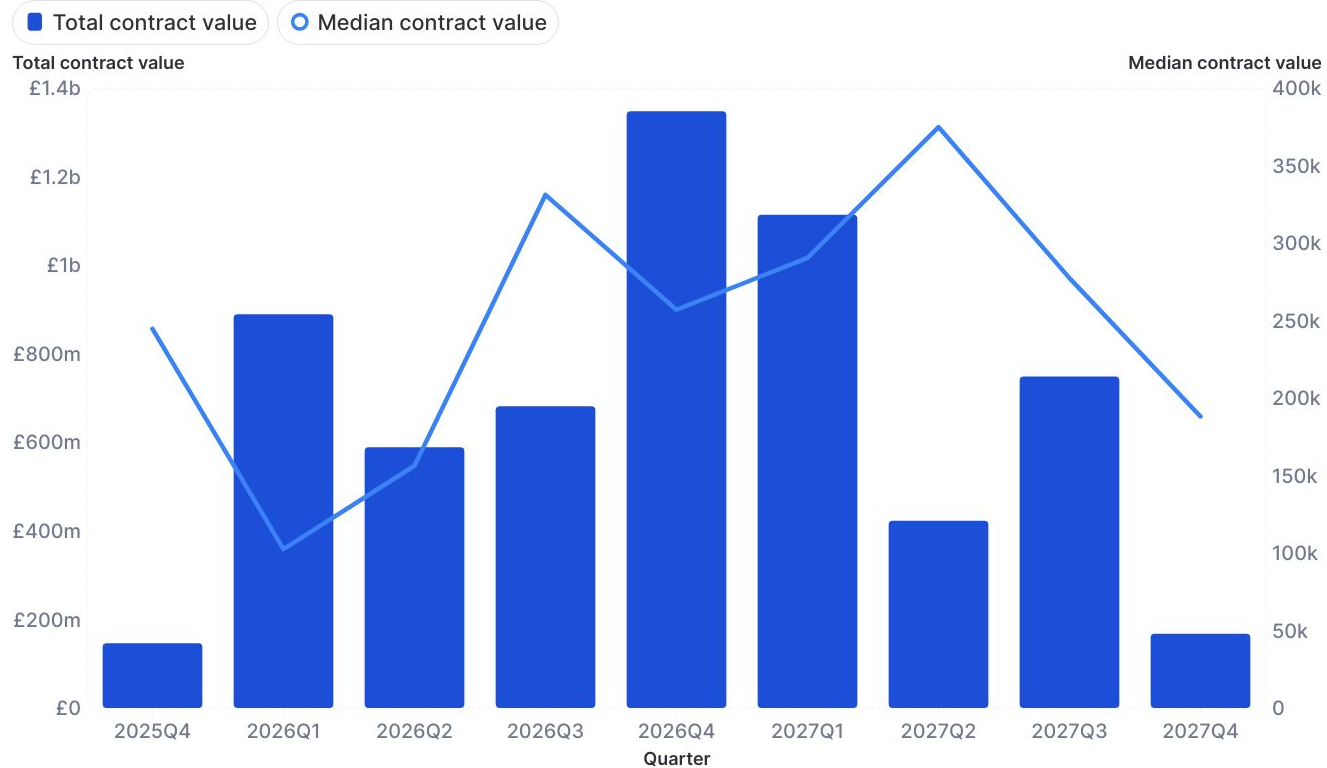
Edit columns

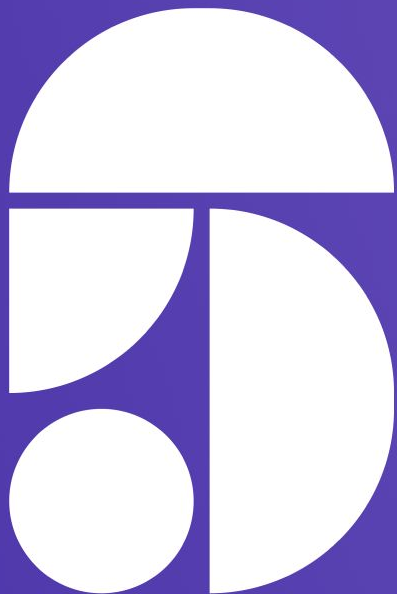
Export All (348)

348 Results • Sorted by Expiry date • Filtered by Qualification Signals Buyer type Stage + 2 More Clear filters

<input type="checkbox"/>	Signal score	Title & buyer	Expiry date	Value	Supplier(s)	Qualification	Assignee
<input type="checkbox"/>	<div><div></div><div></div><div></div></div> 3	ITEP0700 - TSES Maintenance and Support National Highways Limited	2024-12-19	£99.60K	CACI Limited	<input type="radio"/> Unqualified	
<input type="checkbox"/>	<div><div></div><div></div><div></div></div> 3	Enabling Programmes - Programme Maturity Department for Environment, Food and Rural Affairs (DEFRA)	2024-12-20	£66.56K	Methods Business and Digital Technology Ltd	<input type="radio"/> Unqualified	

Value of contracts by quarter





Interview



Andre Martin

Public Service Commercial
Lead at esynergy

**How do you build public
sector pipeline?**



How do you build public sector pipeline?

- Tracking tenders isn't building pipeline
 - you need to be proactively engaging buyers ahead of time
- Mass marketing isn't going to get you far - focus on personalising and tailoring your approach



How do you define quality pipeline?



How do you define quality pipeline?

- Is it a warm lead?
- Looking at your own business strategy and figuring out what your priority is
- Understanding the buyer's strategic objectives - is it aligned to your business?



Once you've identified a lead, what next?



Once you've identified a lead, what next?

- Start calling contacts at the buyer organisation to further qualify the lead
- Understand whether you're in a position to provide long term value to the customer
- Make it 100% clear you understand their challenges and that your business can solve it



**How do you book
meetings?**



How do you book meetings?

- Identify C-Suite or Heads as they are the decision makers
- Use your network, LinkedIn, partners, events to identify these decision makers
- Use a platform like Stotles to identify public sector decision makers



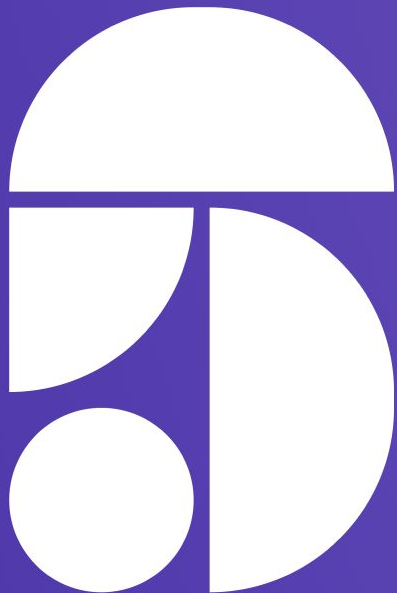
**What's one bit of advice
you'd offer to other SMEs?**



What's one bit of advice you'd offer to other SMEs?

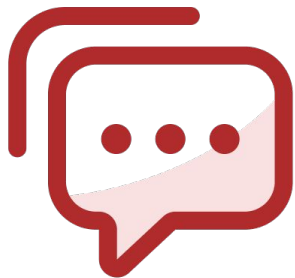
- Understand your strengths as a company
- Horizon scan 12-18 months ahead to build relationships with buyers
- Become a **strategic partner** that advises buyers for best outcomes
- Look at **strategic documents** which provide insight into digital strategies





A look at Stotles

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Audience Q&A

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