



stotles.

Episode 2

SME Masterclass: Foundations of PubSec

 10:00-11:00am, Thursday 26th September



Nono Sugawara
SMB Lead at Stotles




Jen Flower
Strategic Bid Manager at
Create/Change

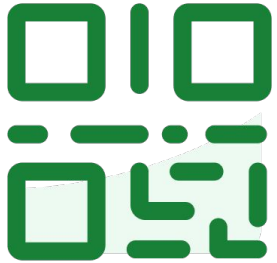
Aims of session:

- 🤔 Understand what pre-tenders, tenders, and frameworks are
- 💡 Identify key strategies and processes for qualifying tenders
- 🎓 Top tips on bid writing strategies that reliably win contracts

Agenda

- 10:00-10:05 • **Introduction**
 - 10:05-10:10 • **Setting the scene**
 - 10:10-10:45 • **Interview with Jen Flower**
 - 10:45-10:50 • **A quick look at Stotles**
 - 10:50-11:00 • **Q&A**
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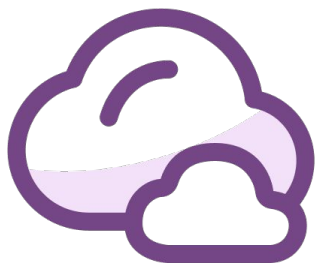
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What is your level of public sector experience?

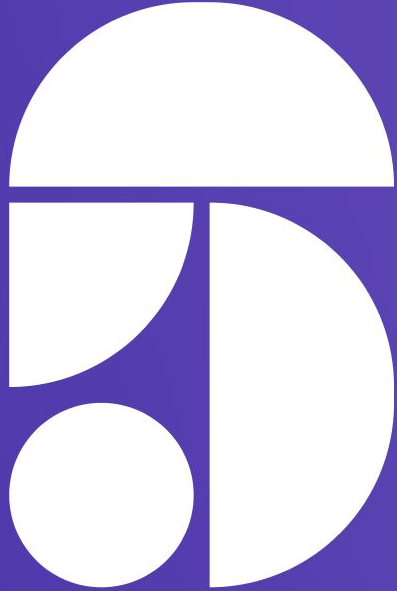
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Use an emoji to describe how you feel about public sector tenders at the moment 🙄🙄

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Setting the Scene

SMEs x Public Procurement

Highlights from Episode 1

- Evaluate the fit between your business and the public sector market
- Build pipeline by cultivating relationship based opportunities
- Develop a deep understanding of your prospect's challenges

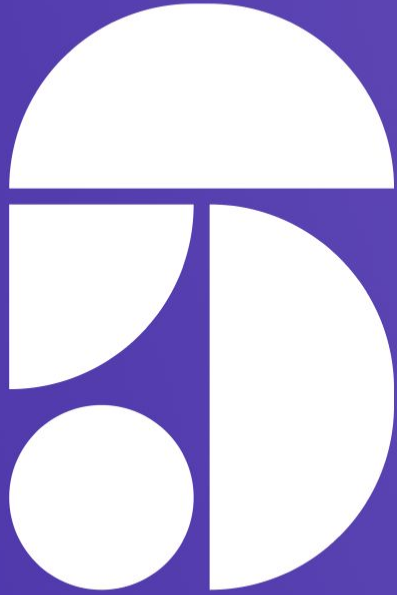


SMEs x Public Procurement

Procurement Act 2023

“In carrying out a covered procurement, a contracting authority must have regard to the fact that SMEs may face particular barriers to participation and consider whether such barriers can be removed or reduced.”





Interview



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NHS

**What is a pre market
engagement?**



What is a pre market engagement?

- 70% of decisions being made at the point an open tender is released
- Part of the tender process and a chance to get face time with decision makers



How do you approach pre market engagements?



How do you approach pre market engagements?

- Do your research
 - Who are your competitors going to be?
 - What is your “edge” going to be?
 - Quality, pricing, case studies
- Know your audience
- Make sure to follow up and use the feedback



How do you qualify open tenders?



How do you qualify open tenders?

- Set up a bid / no-bid process
- Be strict and defined with your criteria
 - Your USPs
 - Case studies
 - Feasibility for writing the bid
 - Feasibility for delivering the contract
 - Competitor presence



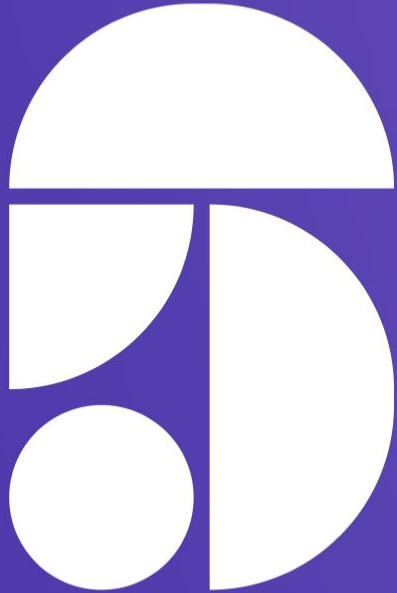
What makes a winning bid?



What makes a winning bid?

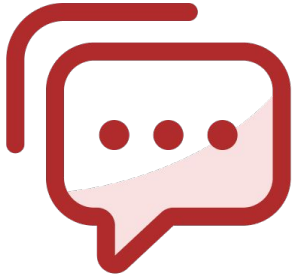
- Half the work is in the preparation
 - What is the challenge to be solved?
 - How do you intend to solve it?
 - What's your evidence?
- A bid is storytelling, not a tick box exercise
- Remember your audience - it's about them, not you





A look at Stotles

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Audience Q&A

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Webinar Series

SME PubSec Masterclass

Episode 1: Building Reliable Pipeline

Episode 2: The Foundations of Procurement

Episode 3: The Most Successful SME Routes to Market



Next Session: Episode 3 on 3rd October, 10 - 11am