



stotles.

Episode 3

The Most Successful SME Routes to Market

 10:00-11:00am, Thursday 3rd October



Nono Sugawara
SMB Lead at Stotles



Matt Spencer
UK Strategy Director at
Multitime (Flexitime)

Aims of session:

🤔 Identify different routes to market for the public sector (direct awards, tenders, partnerships, indirect selling)

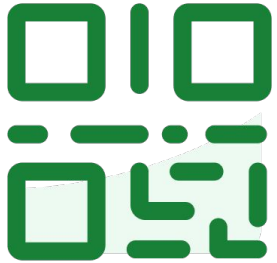
💡 Evaluate each route and their fit for your business

✍️ Start planning your strategy

Agenda

- 10:00-10:05 • **Introduction**
- 10:05-10:10 • **Setting the scene**
- 10:10-10:45 • **Interview with Matt Spencer**
- 10:45-10:50 • **A quick look at Stotles**
- 10:50-11:00 • **Q&A**

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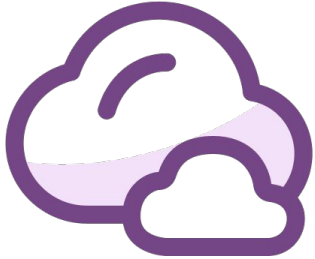
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What is your level of public sector experience?

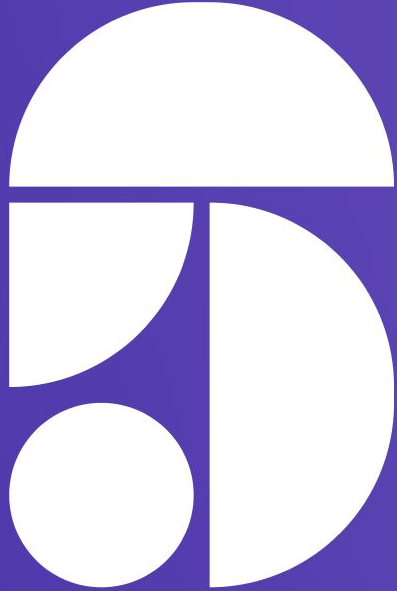
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Use an emoji to describe your understanding of ways to sell into the public sector 🙄🙄

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Setting the Scene

SMEs x Public Procurement

Highlights from Episode 2

- Maximise the most out of pre-market engagements to increase winning chances
- Create a bid / no-bid strategy to effectively qualify tenders
- Plan out your responses - compelling narratives with case studies

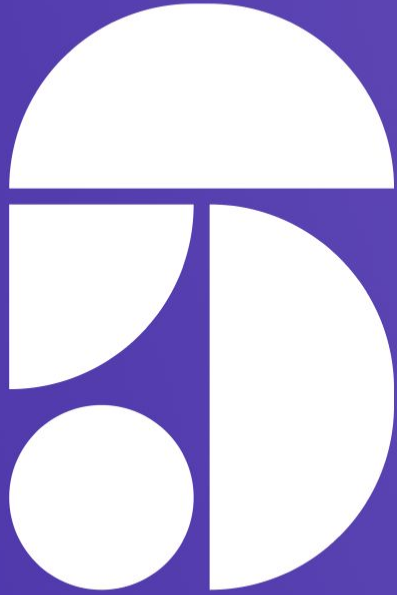


SMEs x Public Procurement

We've covered a lot in the past two weeks...

- Finding your market fit, direct awards, tendering process
- What is the right move for your business?
- How do you start planning your strategy?





Interview



- Founded in Ireland with offices in Dublin and London
- Supplier to 80% of Irish Public Sector and HMPO, Local Authorities
- Workplace Time and Attendance software (on-prem or cloud options)



UNIVERSITY OF
BIRMINGHAM



HM Passport
Office



Royal Free London
NHS Foundation Trust



South Yorkshire
POLICE



**How would you define
public sector routes to
market?**



How would you define public sector routes to market?

- Direct awards
- Tendering process
- Frameworks
- Partnerships
- Indirect sales



How do partnerships work in the public sector?



How do partnerships work in the public sector?

- Partner with organisations that complement your product / service to compete against larger businesses
- Get direct introductions into organisations through your partners



What is indirect selling and how does it work?



What is indirect selling and how does it work?

- Utilising a third party to sell to the government
 - Value Added Reseller
 - Specialist subcontractor
 - Hosted catalogue
 - Thin Prime Model



**How do you evaluate
different routes to market?**



How do you evaluate different routes to market?

- For your target accounts / verticals, understand how products have been procured in the past
- Understand what methods your competitors use to win contracts



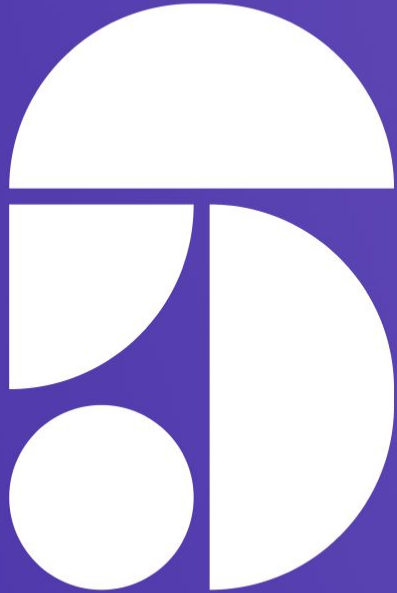
**How do you create
strategies to implement?**



How do you create strategies to implement?

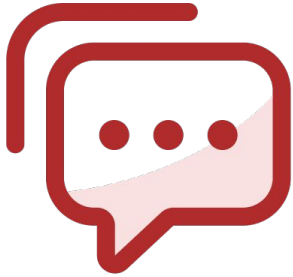
- Building it back up, understanding the time and resource cost of using the identified route to market
 - e.g. When is the next framework going to be open for applications? How are you going to find relevant open tenders?





A look at Stotles

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Audience Q&A

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