



stotles.

**Episode 1**

# **SME Masterclass: Building Reliable Pipeline**

 10:00-11:00am, Thursday 19th September



**Nono Sugawara**  
SMB Lead at Stotles



**Tom Cooke**  
Account Director at  
Quiddity Health

# Aims of session:

🤔 Craft value propositions of your business for the public sector market

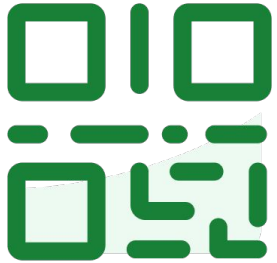
🔍 Identify where to find qualified leads to build top of funnel pipeline

📅 Top tips on how to engage with decision makers and book meetings

# Agenda

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

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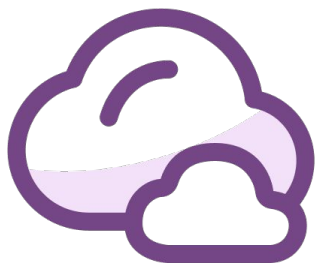
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# What is your level of public sector experience?

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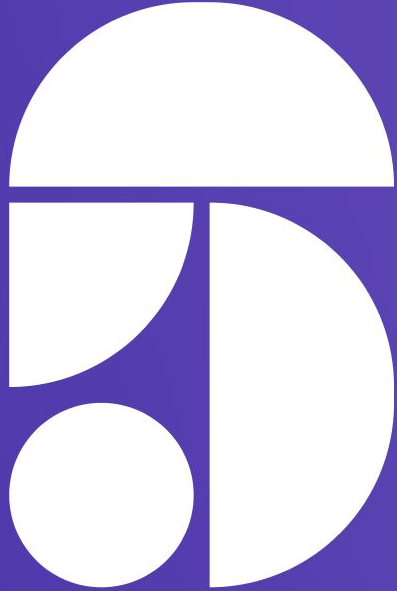
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Use an emoji to describe how you feel about public sector opportunities at the moment 🙄🙄

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# Setting the Scene

# SMEs x Public Procurement

 **Government target - 33% of spend to SMEs, with 24% hit in 2023**

High barriers to entry for SMEs

- Relatively unknown brand
- Niche product / service area
- Lacking social proof



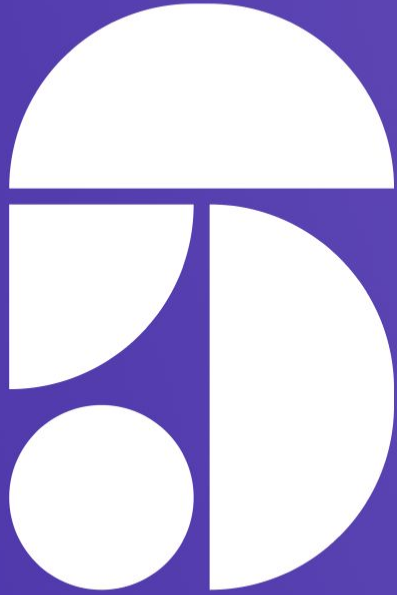
# SMEs x Public Procurement

What's in it for SMEs?

- Procurement Act 2023 - increasing transparency and competition in procurement process

**✓ Maximise opportunity by staying informed and proactively build pipeline**





# Interview



Quiddity

## Scaling impact-led healthcare innovations

- UK Healthcare contracts from £1k - £1m
- Over 60 innovators supported
- 2500+ opportunities opened

DrDoctor

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HEALTH

  
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 anya

Market Access

Commercial  
Strategy

Opportunity  
Generation

Business  
Development

Partnerships

Implementation  
& success

**What makes a business  
public sector ready?**



# What makes a business public sector ready?

- Understand your value proposition relative to the public sector
- Align on regulatory requirements necessary to enter the market
- Engage with necessary stakeholders (academics, innovation, end users)



**How do you find public  
sector opportunities?**





# How do you find public sector opportunities?

- Anticipate future opportunities through early buying signals
  - Upcoming contract expiries
  - Competitor activity
- Qualify each opportunity to ensure no time is wasted chasing empty leads



**What are your top tips on developing leads?**



# What are your top tips on developing leads?

- Find the right decision makers with influence on strategy, budget, and timelines
- Establish yourself as a subject matter expert - know the latest and greatest in your market and your prospect's challenges



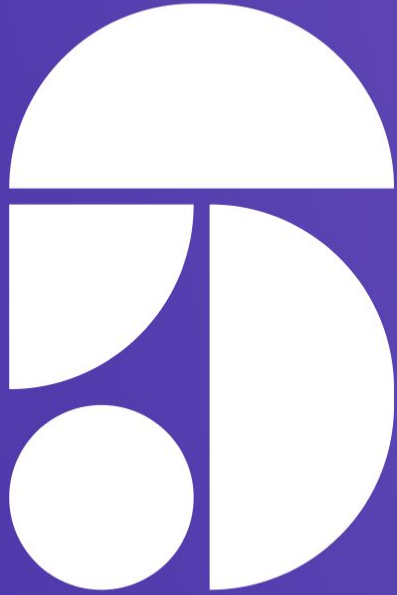
**What's the biggest pitfall  
for a business entering  
this market?**



# What's the biggest pitfall for a business entering this market?

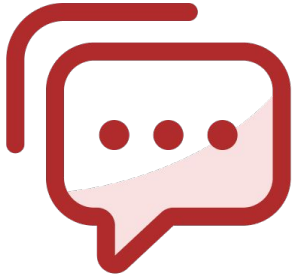
- Assuming that prospects are aware of their challenges and the solutions available in the market
- Adopt a “consultative-selling” approach, work together with your client to create business cases





# A look at Stotles

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## Audience Q&A

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# Looking for support?

Reach out to Tom if you're looking for support with Market Access, Strategy, Engagement, or Expansion

## Email

[thomas.cooke@quiddityhealth.com](mailto:thomas.cooke@quiddityhealth.com)

## Website

<https://www.quiddityhealth.com/>





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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 2 on 26th October, 10 - 11am