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# Supply London – Selling to Richmond –

1<sup>st</sup> October 2009

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# Marketing to the public sector: Top tips for engagement

- What are your goals?
- Understand the priorities
- Be prepared to have a conversation
- If possible, identify the funding stream to pay for product or service
- Prepare and plan your approach
  - Method of approach
  - Who to approach
  - What your offer is
  - What benefits you can provide
  - Where is the value for money
- Be prepared for the long haul
- Know when to leave it alone

# Key priorities for Richmond

- **Local Area Agreement**
  - [http://www.richmond.gov.uk/laafinal\\_0910-2.pdf](http://www.richmond.gov.uk/laafinal_0910-2.pdf)
  - Tackling disadvantage
  - Being the greenest borough
  - Being the safest London borough
  
  - Growing up in Richmond and Thames
  
  - Creating a Health and Caring Richmond on Thames
  
  - Improving access and participation
- **Corporate Plan**
  - [http://www.richmond.gov.uk/corporate\\_plan\\_2009\\_12.pdf](http://www.richmond.gov.uk/corporate_plan_2009_12.pdf)

## Forward Plan

- [http://cabnet.richmond.gov.uk/Published/C00000163/P00000179/\\$\\$\\$Plan.doc.pdf](http://cabnet.richmond.gov.uk/Published/C00000163/P00000179/$$$Plan.doc.pdf)
- Lists all key decisions on projects resulting in significant expenditure or savings
  - Good for analysing your potential supply chain opportunities

# Top tips for getting through PQQ Stage

- Choose the right tenders
  - Similar scope
  - Similar value
  - Similar geographical area
  - Understand when to partner
- Be organised
- Spend 80% of time on differentiating factors
  - Business Description
  - Technical Capacity
  - Any other free text areas

# Key Sections of a PQQ

- A. Financial information
- B. Business activities
- C. References
- D. Insurance
- E. Statements of compliance
- F. Technical capacity
- G. Business standing

# PQQ Completion: Reduce time and effort – Be organised and have these to hand

- Company registration details
- Audited accounts
- Bank details
- Insurance details
- Policies:
  - Health and Safety
  - Quality Assurance
  - Environmental
  - Equality and Diversity
  - Corporate Social Responsibility
  - Business Continuity Plans
- Reference information

# Focus on differentiating factors

## Understanding the requirement

- Business Activities
- Technical Capacity

## Key to demonstrate

- Expertise
  - Local Knowledge
  - Resources
  - Track record
  - Systems and processes
  - Risk Management
  - Any other business assets
- Capacity
  - Capability

# Top tips for bid writing - 1

## Be organised

- Extract all requirements and deliverables from the Invitation to Tender
- Cross reference with your response at the end
- Allow for at least 2 weeks work
- Put structure to your writing
  - Answer all questions
  - Use diagrams as well as text
  - Provide relevant examples
  - Demonstrate benefits and value added

# Outputs, outcomes and benefits

## •Outputs

- Number of dance classes held
- No of signs installed
- Number of leaflets printed
- Number of chairs supplied

## •Outcomes and Benefits

- **Financial Benefits**
  - Increased revenue
  - Reduced costs
- **Social Benefits (Specific changes in attitude, knowledge, behaviours, quality of life measures)**

## •Articulated as follows:

- ... an increase in
- ... a decrease in
- ... a reduction of
- ... the elimination of

## •State quantities and time frame

- Free up 392 Sq. Ft.
- Removed 12 types of seldom used paper
- Recycled 37 cases of OLD paper
- Removed 16 non-value added steps
- Eliminated 5 handoffs
- Reduced cycle time by 99% (from 17.5 days to 3 hours)
- Generated £21,000.00 in cost avoidances
- Reduced cost per transaction by 77%

## Top ten tips to bid writing - 2

- Keep information assets to hand
  - Case studies
  - Vital Statistics
  - Unit costs
  - Process Diagrams
  - Other information “products”

# Individual Exercise

Review about your last project

The brief

What you did

What you achieved

Outputs

Outcomes

Benefits

# Model answer

We are a graphic design and corporate branding business and our mission is to help you create inspiring design solutions that reflect your core corporate identity.

We got an unexpected call last April from a new client who asked us to provide design concepts for a new product that they were taking to market. Their incumbent had suddenly gone out of business during the design process and timescales were tight.

We quickly arranged a meeting with the design team to understand the brief. We were busy with current projects so we hired a group of experienced free-lancers who had all worked on projects with us before.

We developed four fantastic product design concepts in the space of one week. Two of these were shortlisted and the managing director made the final selection. Four weeks later, the product launched (well within the original timescale) and is now a best seller within its market segment. We spoke to the MD last month and we were told that product sales are 5% above forecast.

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# Links to live opportunities

- <http://www.supplylondon.com/news/13/latest-news.htm>
- <http://www.hackney.gov.uk/f-procure-how-to-sell.htm>
  - Provision of furniture and equipment (08/10)
- [http://www.kingston.gov.uk/browse/business/doinng\\_business/tender\\_opportunities.htm](http://www.kingston.gov.uk/browse/business/doinng_business/tender_opportunities.htm)
  - Fire alarm and fire equipment maintenance (09/10)
  - Structural works on highways (02/10)

# Supply London: What we offer

## •One to one assistance

- bids and prequalification documents
- Marketing surgeries
- Assistance to achieve ISO9000
- Assistance to achieve ISO14001
- Pre-presentation mock interviews
- Client Research

## •Meet the Buyers

## •Opportunity Search

## •Mentoring

## •Workshops

- Winning New Business and Contracts
- Quality Management Systems
- Environmental Management Systems
- Bid Writing
- Prequalifying for tenders
- Pitching and Presenting
- Subcontracting for SMEs
- Understanding your market and your USP
- Effective Accounting for SMEs

## •Website

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**Any Questions?  
Contact us:  
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