



## How to Win Public Sector Contracts - Get Fit to Compete



**Malcolm Gallagher**, director of BizVision, is known as "the procurement coach", and is renowned for his inspirational presentations on how to win public sector contracts.

Malcolm, a Fellow of the Chartered Institute of Marketing works globally helping enterprising companies 'sell to government and big business'.

*"It's about understanding the process, sharpening your competitive skills and your will to win"*

Here's how you can start winning your share of profitable and prestigious local authority contracts. Winning public sector contracts brings you the gain of prestige; prompt and assured payment along with recession proofed and varied work. It's good business to have, but a challenge to win!

Today's public procurement people are professional and they know what they want. To win contracts, you have to be just as professional, showing that you have taken the time to understand their processes and requirements and are committed to delivering best value.

This stimulating 'Fit to Compete' workshop series, dynamically presented by 'selling to Government' expert Malcolm Gallagher, will give you a winning insight in to what you have to do to win public sector contracts, and how you can compete and win those contracts.

This top quality and proven programme would cost you over £525 (if you could get a place), however thanks to funding support from Suffolk County Council and the Suffolk Strategic Partnership, you can grab one of subsidised places for only £175 plus VAT – a terrific saving on such a valuable programme.

### London 2012 Games Contract Opportunities

Underpinning the contracts opportunities coming from the London 2012 Games is the public procurement process. Malcolm is a leading presenter on how to win these opportunities. He presents a specialist Fit 2 Compete programme which includes the unique *Quest4Gold* diagnostic and contract-winning tactics such as "*Sharing The Flame*".

*Booking couldn't be simpler, just place a tick in the box under the Workshop you wish to attend*

(Note each Workshop comprises of 3, 1-day Sessions)

Workshop 1 - Ipswich		Workshop 2 - Lowestoft		Workshop 3 - Bury St Edmunds	
Session 1 22 <sup>nd</sup> April	<input type="checkbox"/>	Session 1 3 <sup>rd</sup> June	<input type="checkbox"/>	Session 1 29 <sup>th</sup> October	<input type="checkbox"/>
Session 2 6 <sup>th</sup> May		Session 2 17 <sup>th</sup> June		Session 2 11 <sup>th</sup> November	
Session 3 28 <sup>th</sup> May		Session 3 8 <sup>th</sup> July		Session 3 25 <sup>th</sup> November	

Company Name:			
Attendee:	Title:	Name:	
Telephone:		Postcode:	
Company Address:			
Email:			
<b>Price:</b>	£175 +VAT		
<b>Payment:</b>	Payment should accompany your booking. If paying by credit or debit card, please complete the payment slip overleaf. Please make cheques payable to: " <b>Suffolk Chamber of Commerce</b> ", please enter the total amount of the cheque that you are enclosing: £_____ (VAT charged at 17.5% VAT Reg. No. GB102 3404 38).		
<b>Cancellation:</b>	Seven working days notice must be given, prior to the event.		



## Outline of each Workshop...

Session 1	Session 2	Session 3
Getting Fit 2 Compete	Competing to Win	Aiming Higher
Your Opportunity	Customer Value Proportion	Journey to-date and situation analysis. Progress review with homework link.
Grasping the Culture	Meeting the Scoring Criteria	Alliances & Sub-contracting
Understanding Procurement People!	Bid, No Bid!	Collaboration
EU Directives & PQQ	Developing Your Bid	Networking
Effective Prospecting & Marketing	Writing the Bid	Cross-cutting Themes
Influencing PSOs	Effective Presentations	Delivering Your Contract
Meeting Challenges	Dragons' Pitch	Monitoring Performance
Tender Essentials	Gaining Feedback	And Now What? Embedding Continuing Improvement

**RISING TO THE CHALLENGE SUFFOLK**



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Please return your completed Booking Form to:  
Rowena Hughes, Suffolk Chamber of Commerce, 42 Felaw Street, Ipswich IP2 8SQ



Or, book online at [www.suffolkchamber.co.uk](http://www.suffolkchamber.co.uk)