

Winning Public Sector Contracts with Kevin Thistlethwaite of A7 Adviserory Services,

All aspects of finding, bidding and winning central and local government contracts. Aimed at SMEs who are considering competing for public sector contracts or seeking to improve their win rate.

Join Kevin Thistlethwaite (MBA) of A7 Advisory Services to learn aspects of finding, bidding and winning central and local government/public sector contracts.

Government procures almost everything from window cleaning to aircraft and trains, from entire hospitals to websites and office furniture. As such it is their policy to channel contracts to SMEs where they are capable of delivering the equipment and services required.

This course is specifically aimed at SME's who are considering competing for public sector contracts or seeking to improve their win rate. The day will include content that is both inclusive and participative, with opportunities to learn and practice new techniques that will enhance prospects of winning Public Sector business.

- Where to find details of future Government opportunities and how to qualify them for your business
- Procurement portals and how to navigate them
- The importance of 'joining the conversation' and brand positioning
- Pre-qualification Questionnaires (PQQ)
- Public Sector Framework contracts and how to realise their potential
- Qualifying the opportunity, requirements analysis and shaping your offer into a winning proposal
- Bid writing and demonstrating that you are the right choice to deliver the requirements
- How to use simple tools to maximise winning potential and minimise bid costs
- What to do when you win and seeking, interpreting and building on feedback when you lose

Attendees of this course are also welcomed and encouraged to bring along details of any past, current or future opportunities that can be used in discussion and practical exercises.

Kevin Thistlethwaite has over 15 years' experience of successfully bidding for public sector contracts ranging from business advisory through civil engineering and IT systems to dental services. He brings a unique insight drawn both from business advisory assignments leading and supporting government teams on large complex procurements and earlier career experience both as Head of the MoD Fuels supply chain and Head of Government Solutions at BMJ Group. Kevin has also designed and lead business advisory assignments with central and local government departments, the emergency services and private sector clients; including banks and venture capitalists.

If you want more information about this training course, please email:

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