



PUBLIC
SECTOR
NETWORK



Selling to Government Series

Education Session & Workshop

Increase your sales success and public sector market growth

November 2022 - Q1 2023
VIC | NSW | QLD | SA | ACT

8:30 AM - 4:10 PM AEDT



Increase your sales success and public sector market growth

There is a lot of change happening in the Australian public sector this year. Newly-elected governments are taking shape while grappling with ongoing pandemic responses, global political and market challenges, cyber attacks, natural disasters, and environmental and social commitments.

All of these factors are changing government policies, departmental priorities, procurement approaches, budget allocations, stakeholders and technology requirements. Even with the most seasoned public sector sales teams, it's hard for IT solution providers to keep up to date and respond to all of this change.

Join Public Sector Network's **Selling to Government training workshops for State and Federal Governments** to gain greater understanding of their changing priorities and IT requirements, and hone your strategy development and sales skills to accelerate your growth.

Through a mix of presentations, panel discussions and interactive group exercises with expert feedback, attendees will understand best practice in developing go-to-market plans, identifying and engaging with the right government stakeholders, and assessing and responding to tender opportunities. Participants will leave with both theoretical and practical knowledge, as well as implementable strategies they can share with their teams and apply to immediate sales opportunities..

Who attends

The Selling to Government workshops have been specifically designed for sales managers and senior sellers working in Federal, NSW, VIC, QLD and SA Government markets. The course is suitable for any senior sales and sales support professionals wanting to gain knowledge and hone skills to improve sales strategy development and selling practices.

The afternoon interactive session in which we workshop a tender assessment and response is recommended for salespeople and sales support professionals looking to improve RFI/RFT response knowledge and skills.

Learning Outcomes

- Hear directly from a senior Government IT executive about the latest policies, priorities, procurement guidelines and programs that are driving IT planning and expenditure
- Understand the modern government buying process in depth: stakeholders, decision-making cycles, panel arrangements, 'unspoken' decision criteria, probity guidelines, what will help you stand out and the traps to avoid
- Learn how to build a robust and implementable go-to-market plan, and how to measure progress and pivot, if needed
- Strengthen your skills around assessing and responding to tenders to increase your success rates

Pricing

Workshops are limited to 15 attendees so get in quick!

Half Day Pass	Full Day Pass
Finishes at 2:00pm Does Not Include Interactive Exercise	Finishes at 4:10pm Includes Interactive Exercise
\$2000 + GST	\$3000 + GST

[CLICK HERE TO REGISTER](#)

Meet your Team



JENNIFER ARNOLD
MAICD
Managing Director
Jennifer Arnold
Consulting

FACILITATOR - ALL STATES

An executive with 30+ years of experience in IT sales, marketing and consulting for companies such as IBM, Unisys, SAP and Squiz. Has provided citizen experience consulting to government departments and strategy and marcomms support for major Australian State and Federal Government tenders. Currently building and running advisory boards and customer communities for IT companies.



ANNE CLAY
Managing Director
CLAY

ADVISOR - VIC & QLD

A specialist national and international procurement services provider, Anne has held roles of Head of Procurement Advisory for the State of Victoria, Head of Procurement for Swinburne University of Technology, Procurement Transformation Lead for Keolis Yarra Trams, Chief Executive Officer for ConnectCV and National Manager Strategic Sourcing Products & Marketing for Telstra Corporation.



ROCHELLE THORNE
Executive Director
Echt Consulting Pty
Ltd, CISSP

ADVISOR - ACT

A CIO working for the Australian Government in national security, leveraging 35 years ICT knowledge and experience. She has worked for Centrelink, Defence, the ABS, Human Services and the Australian Criminal Intelligence Commission. She led ICT Operations for Defence and the Department of Human Services managing large commercial contracts and budgets, Program Management Offices, and SAP transformations.



DAVID THOMPSON
CEO & Director

ADVISOR - VIC

CEO and director with more than 25 years of executive and board-level experience for companies such as SAP, GE Capital, Ixos, AXS-One, The Protegic Group, KL Data Security Cloud and Secure Value Exchange Cloud. He has led sales teams in successful engagements with Federal and most State Governments, including Defence, Centrelink, VIC Dept of Justice, VIC Solicitor's Office, and VIC Dept of Treasury and Finance. Also experience selling into Victorian Local Governments.



LIESL JORDAN
Director
Connect2Effect

ADVISOR - ACT

Specialises in government engagement strategies and extensive experience in building businesses – particularly in cyber security, including attracting investment, identifying routes to market, and growing the client base. Previously Australian Government's senior security representative in the Australian High Commission, London where she worked with the UK heads of intelligence, security and law enforcement agencies and Five-Eyes partners. Also previously a partner in the Rann Strategy Group advising ASX-listed companies on government engagement strategies.



PETER GRANT
Founder
Bnimble

ADVISOR - QLD

Previously CIO for the State of Queensland and CIO for QLD Health. He delivered the state's first ever whole-of-government ICT audit, which included an extensive stocktake of all ICT hosting arrangements, assets and strategic platforms. He chairs numerous boards and has spent many years reporting directly to ministers and heads of large government agencies. Also extensive private sector experience as QLD State Director for Microsoft and VP of Consulting for Gartner.



PAUL MULLER
Principal Consultant
Innovisory Consulting

ADVISOR - NSW

An executive and board member with 20+ years of leadership roles in the local IT sector. Previously MD for McAfee ANZ, VP at Oracle, VP/MD of SAP's Platform Solutions division, Executive GM of VMware, and regional CEO for an Australian security tech start-up. Currently CEO of a start-up data privacy company, and advising IT companies on growth and go-to-market strategies.



KEITH ROSCAREL
Partner
Bnimble

ADVISOR - NSW

A business and IT leader with 30+ years of experience with public and private sector organisations in Australia and the UK. He delivered major projects for NSW Dept of Education and Communities and Revenue NSW, was CIO of the Australian Curriculum, Assessment and Reporting Authority, JuliaRoss UK, and the Nine Network, and held executive roles with IDG, Foxtel and Hitachi Vantara. Currently a Founder and Partner of IT transformation consulting firm Bnimble.



ANDREW MILLS
Director
Brigand Associates Pty
Ltd

ADVISOR - SA

Andrew has more than 40 years of experience working in the Australian public sector, including 22 years in the Department of Defence, 16 years in the South Australian Government (6 of those as CIO) and 6 years as the Queensland Government CIO. He currently provides advisory services to IT companies to strengthen the management of their relationships with public sector organisations.

Key Dates

Selling to Victorian Government: Melbourne

Thursday, November 17, 2022

Selling to New South Wales Government: Sydney

Tuesday, November 29, 2022

Selling to Queensland Government: Brisbane

Date TBC

Selling to South Australian Government: Adelaide

Date TBC

Selling to Federal Government: Canberra

Q1, 2023

Explore the Agenda

8:30am Registration

9:00am Welcome

- Day's objectives & agenda
 - Advisor & speaker introductions
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9:10am Presentation and Q&A: FY23 Government Priorities

- Top government programs and budget areas
 - New and/or changing panel arrangements
 - Key policies impacting technology spending and procurement processes
 - Areas where the Government is requesting IT vendor engagement
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9:40am Presentation and Q&A: View from the Government seat: understanding the Government buying process

- Identifying the right decision makers and influencers
 - Getting noticed and building relationships with the right stakeholders
 - Delivering messages that cut through the noise
 - Getting engagement timing right based on key budget and decision-making cycles
 - Understanding how to work through and around panels
 - Employing best practices and avoiding worst practices during the sales process
 - Addressing 'unspoken' decision criteria
 - Working within probity guidelines: what you can and can't do
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10:40am Morning Break

11:00am Presentation and Q&A: Building strong go-to-market strategies and programs

- Identifying the critical elements required to build a strong public sector go-to-market strategy, including market and customer insight, ideal customer profiles, clear value propositions, stakeholder maps, and sales targets
- Building sales plays and marketing programs and tactics to achieve your goals
- Measuring progress and determining how to pivot as needed

11:40am Presentation and Q&A: Aligning Marketing and Communications efforts to support sales programs and tender responses

12:00pm Lunch Break

1:00pm Presentation and Q&A: Responding to tenders

- Assessing an RFI/RFT to determine if it's worth pursuing
 - Deciding on the right sales approach (e.g. direct, partnering)
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1:30pm Presentation and Q&A: Building a successful response: questions to ask, selecting the right sales strategy, stakeholder engagement, best practice partnering and consortiums

2:00pm Exercise Overview

- Review and discuss a hypothetical case study and RFT
 - Review worksheets and break into groups of 3-4 members
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2:10pm Each group prepare a sales strategy to respond to the RFT:

- Decide on a sales strategy (what approach)
 - Identify clarifying questions to ask the customer
 - Define key value propositions, win theme, core messages
 - Identify key stakeholders and outline an engagement plan
 - Decide on a high-level commercial plan (how they would structure a contract)
-

2:50pm Afternoon Break

3:00pm Each team presents its response advisors provide give feedback

4:10pm Close

- Review day's top learnings
- Outline support materials and ongoing advisor support available

For more information:

To learn more about the workshops, discuss your requirements and hear about other Public Sector Network Advisory Services, contact jennifer.arnold@publicsectornetwork.com



Get in Contact

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