

# Winning Business with Public Sector & Large Organisations

# Outline

- How Government & large businesses go about buying
- Typical Procurement lifecycle
- Qualifying
- Responding
- Presentations
- Costs
- Discussion: other Corporates

The logo for DCC, consisting of the letters 'D', 'C', and 'C' in a bold, sans-serif font. The 'D' is a dark teal color, and the two 'C's are a light green color. The logo is positioned in the bottom right corner of the slide, above a decorative graphic of overlapping teal and green shapes.

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# Introductions

- Dave Ratcliffe...
  - Worked in Central Government for 26 years buying and running IT services
  - Then worked for BT for 17 years
  - CPO for BT Americas
  - CPO for BT EMEA
  - Ran BT joint Venture with Sandwell Council
  - Successfully bid for the Cornwall Strategic Partnership
  - Chairman: Cosmic IT & non-Exec at Plymouth Community Healthcare
  - Presently working with RCHT and Cornwall Foods

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# How Government goes about buying

- Fair and open competition
- Balance between price and quality
- Scoring
- Framework Contracts

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# How large organisations go about buying

- Fair and open competition
- Balance between price and quality
- Scoring
- Framework Contracts

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# Typical stages (Government)

- Pre-Qualification Questionnaire
  - Long-list
  - Initial Response
  - Short-list
  - Presentation, Demonstration and “Benchmarking”
  - Best and Final Offer
  - Award
  - Alcatel Period
  - Migration
  - Go live
- These stages can be replaced by “dialogue”
- Timescales from 6 to 12 months for a large contract

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# Typical stages (large Co's)

- Request for Information or PQQ
- Long-list
- ITT
- Shortlist
- Draft Contract issued
- Best and Final Offer
- Award
- Final Contract agreed

Timescales from 1 to 3 months, dependent upon contract and complexity

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# Qualify the opportunity

- Know your business...
  - can you deliver everything the buyer is asking for?
- Collaboration and teaming arrangements
- Questions to the tenderer in the early stages can help you make a decision.
- Do you know people in the tendering organisation?

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# Building your response

- Read the Tender
  - Read it again!
    - Are you sure you read it?

**Extract the scoring mechanism if there is one**

- What are the mandatory requirements?
- What are the desirable requirements?
- Start writing the response to the questions posed based on your experience and skills
- **Do not** use “something I prepared earlier”

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# Demonstrations, Presentations and “benchmarking”

- Understand why you are there...
  - ...do you have their agenda?
  - ...have you fully addressed that agenda?
  - ...if in doubt, ask
- Different approaches:
  - Private Organisations
  - NHS
  - Local Government
  - Central Government
- If demonstrating, practice in the customer environment
- “Benchmarking” – it’s not what you think!

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# The cost of bidding

- If you are bidding for this, do you understand the costs:
  - Your own time
  - Presentation materials
  - Specialist support on specific areas
  - Marketing
  - Legal costs
- How often can you afford to lose?
- Can you spread the costs and risks through partnering?
- Did you put in place a strong partnering agreement?

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# Bidding to Large Corporates

- Open Discussion:
  - “Good” buying practices
  - “Bad” buying practices
  - Use of public funds

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**INFORMATION ONLY**

**DCC**

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# How do you find tenders?

- You can search for tenders at  
<http://www.ojeu.eu/>
- You can get a personalised service of alerts emailed to you (costs £995 per annum)  
<http://www.tendersdirect.co.uk/>

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# The Toolkit

- Buying Standards
- Balanced Scorecard
- On-line Procurement Portal

<https://www.gov.uk/tendering-for-public-sector-contracts/overview>

<http://www.localgov.co.uk/How-do-I-sell-to-local-government/35783>

<https://www.gov.uk/government/collections/food-buying-standards-for-the-public-sector-the-plan-toolkit>

<https://www.gov.uk/contracts-finder>

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# How to express interest

- Approved supplier lists
- Many public sector organisations keep lists of potential suppliers for certain types of work, particularly low-value contracts. Contact your [local council](#) or go direct to the organisation.
- The construction industry
- Many public sector buyers use [Constructionline](#) to publish contract opportunities.
- You'll have to pay to register on Constructionline. Fees are on a sliding scale, depending on the size of your firm, and begin at £90 per year.

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# How to express Interest

- Register your Products:

<https://sid4gov.cabinetoffice.gov.uk/gbfood>

- Join the Programme and become an Assured Supplier to Government:

- Telephone: +44 (0) 845 299 2994
- Email: [support@nqc.com](mailto:support@nqc.com)
- Address: 1 George Leigh Street, Manchester, M4 5DL, United Kingdom

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