



Winning Business Newcastle



Project part financed
by the European Union
European Regional
Development Fund
2007-13

Newcastle Enterprise Package has been funded by
European Regional Development Fund 2007-13 and
Newcastle City Council



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Part of Newcastle Enterprise

Runs to March 2011



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Key Aim:

To enable SMEs in Newcastle to win more business



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- Information Events
- Procurement Workshops
- Bid Writing Workshops
- Meet the Buyers
- 1-2-1 Advice & Support



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Sign up today for other sessions, and specific one-to-one support.

It is free of charge to Newcastle businesses



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**Malcolm Gallagher
Procurement Success Coach**



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Welcome to the launch !!



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In 90 minutes!

- What's procurement? What's the opportunity?
- Public and private sector? Supply chains?
- E-procurement
- How you can win (mistakes to avoid!)
- Selling to BIG business
- Find opportunities
- Bid Ready
- Effective proposals
- Do this to find opportunities



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Winning New Business – Your Challenges?

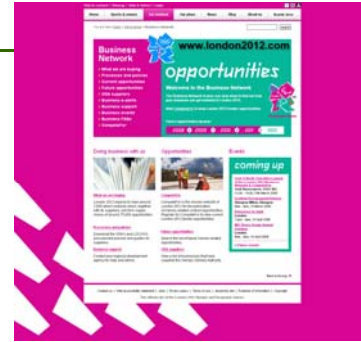



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The time is right!!

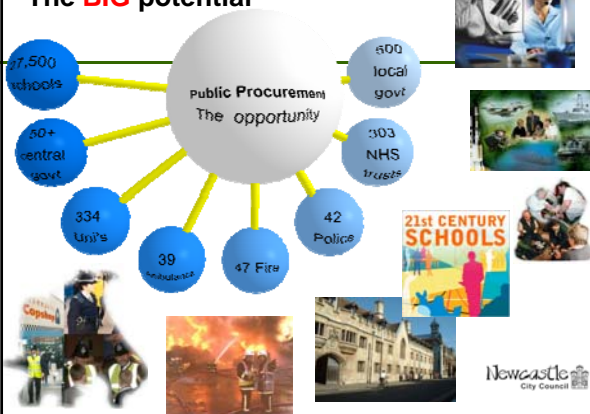


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The **BIG** potential



Plus... publicly funded bodies

● www.crownagents.com/services



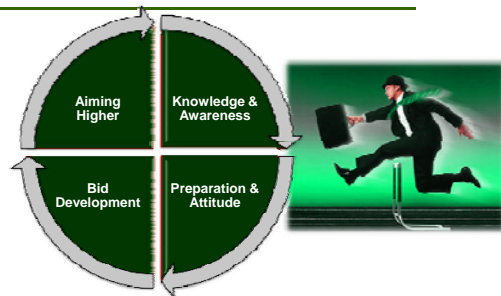
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BUT YOU NEED TO.....



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Compete to win



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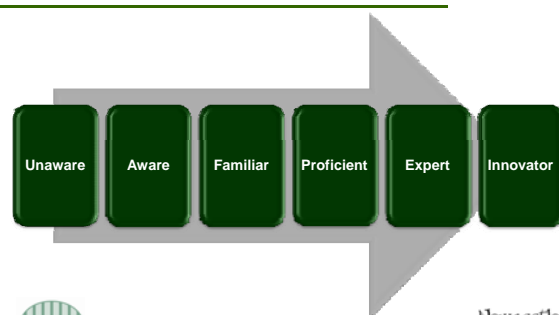
Where are you?

Newbie	Uncertain	Experienced
<ul style="list-style-type: none"> Gain knowledge Check internals Set goals Be realistic 	<ul style="list-style-type: none"> Analyse results New knowledge Test & Improve Target 	<ul style="list-style-type: none"> Analyse success Build on it Seek alliances Bigger orders Set goals and benchmarks



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Your goals- 6 states of suppliers




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2 considerations

- **Opportunities**
- **Tenders**






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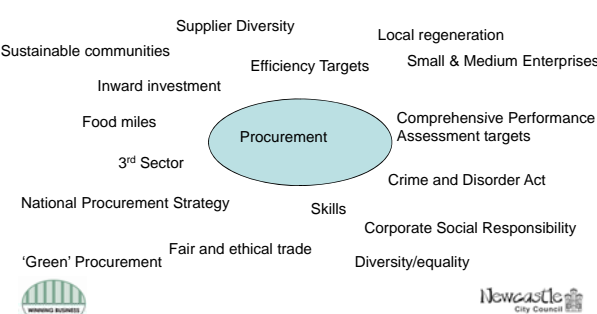
What is Public Procurement?

& The 3 megatrends





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Why does it have to be so complicated?





Supplier Diversity, Local regeneration, Sustainable communities, Efficiency Targets, Small & Medium Enterprises, Inward investment, Food miles, 3rd Sector, Comprehensive Performance Assessment targets, National Procurement Strategy, Skills, Crime and Disorder Act, 'Green' Procurement, Fair and ethical trade, Corporate Social Responsibility, Diversity/equality

What is Public Procurement?

Purchase of goods and services

- To be delivered to local community
- For use by publicly funded organisations

Procurement is...



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3 Megatrends

ICT Usage & E-Procurement

Community Benefit

Encouraging Collaboration



Public sector link?



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Procurement stages



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Typical process



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E-Procurement

Understanding the implications



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What's behind it?

Time and money savings





Your implications

Sourcing	Payment
Tendering	Servicing
Invoicing	Auctions



Your action?



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Selling to Big Business



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Selling to big businesses

Competitive tendering

Professional purchasing

Cash demanding

You are Disposable?



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So why do it?

High and fast growth

Bigger volume

Quantum leap

Good for image

Increases business value

Can be more profitable



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Sailing into the perfect storm

Bigger = change averse

Technology barrier

Tougher competition

Immune from marketing



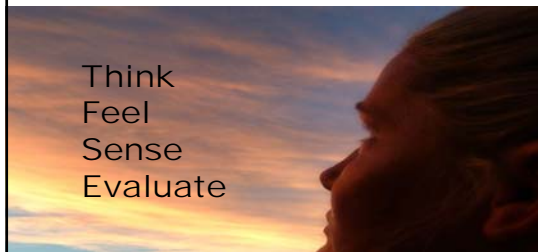
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Breaking the barrier

Singular success factor?

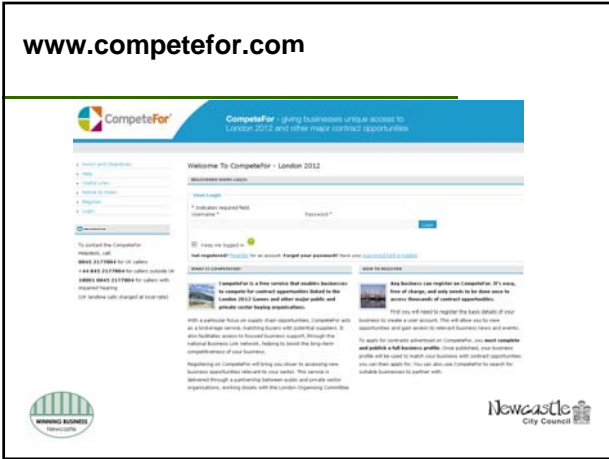
Be more "Thought-full" from their perspective

Think
Feel
Sense
Evaluate



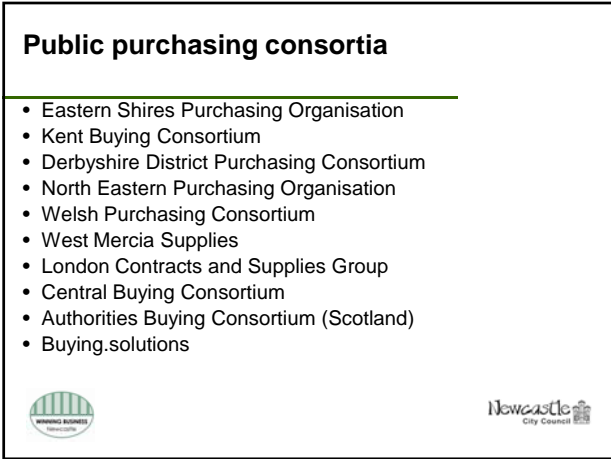
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www.competefor.com



Public purchasing consortia

- Eastern Shires Purchasing Organisation
- Kent Buying Consortium
- Derbyshire District Purchasing Consortium
- North Eastern Purchasing Organisation
- Welsh Purchasing Consortium
- West Mercia Supplies
- London Contracts and Supplies Group
- Central Buying Consortium
- Authorities Buying Consortium (Scotland)
- Buying.solutions



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An introduction to NEPO

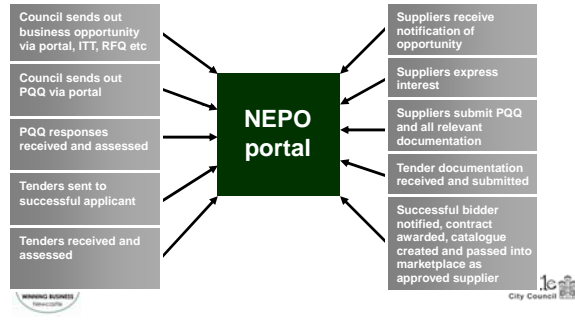
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North Eastern Purchasing Organisation

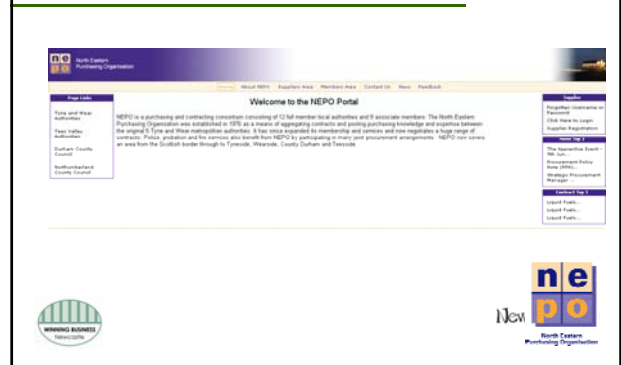
- Established in 1976
- Consortium of 24 Local Authorities
- Contracts valued about £130 Million
- Administered by Gateshead Council but decisions are made by Elected Members from 12 Authorities

What makes the NEPO portal a unique solution

'End to end' electronic interaction between suppliers and councils – Includes all stakeholders



www.nepoportal.org





Cross Cutting Themes Certifications and Policies

Solutions for Business

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More than just price!

Contract update

By Tom Holland and Jim Deakin
Newcastle College and Shildonville College have chosen five printers to fulfil their £1.5m printing needs. The contract will run for two years with an option to extend for a further two, being published in the deal include proprietary and health.

The award competitors are Northumbria-based **Peta Printers**, Cramhall-based **BB Group**, Somerset-based **Buckler and Turner** and East Yorkshire-based **Image Data Group**.



Mark Dodd, procurement officer at Newcastle College, said: "There were an awful lot of decisions on the criteria ranging from financial and environmental matters to diversity issues."

Midway Colour Print has helped commentators what




Cross cutting themes

- Health & Safety
- Equal Opportunities
- Environmental
- ICT

Bid Ready Diagnostic

10 Element Diagnostic

Key	Element	Validation comment	Pass	At least one	Good	Excellent
			1	2	3	4
1	Quality	How do you communicate your quality? Do you present it correctly?				
2	Financial Probity	Do you know what your business looks like financially? Audited books?				
3	Health & Safety	Do you understand your legal requirements and are you compliant?				
4	Environmental Impact	Greener supply chains will be sought. Are you compliant and active here?				
5	E-enabled	Finding opportunities and trading electronically is key. Rate your ability.				
6	Diversity & Equal Opportunities	What's your policy on offering equal opportunities in ethnically diverse communities?				
7	Procurement Process	EU Directives will drive contracts. How aware are you of the procurement process? Rate your ability to competently tender.				
8	Turnover	Set a max of 20% of turnover for contract bidding. Will it be enough? Collaborate to achieve more. What's your ability to collaborate?				
9	Security	Ability to handle e-tend? Procedures? Staff Checks?				
10	Hearts & Minds	Can we demonstrate how we have or intend to improve the skills of our people				
Totals						
Grand total						

Enter scores for shaded cells only







Making Effective Proposals



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Overcoming the challenge – 3 to avoid

Cloning	Data dump	Bury opportunities
<ul style="list-style-type: none"> • Cutting and pasting =blandness 	<ul style="list-style-type: none"> • Send a load of useless information 	<ul style="list-style-type: none"> • The Graveyard Technique

So what's a good proposal?

- It's **NOT**
- A price quote
- A project plan
- Your company history



A sales document !

Moving sales process to close




Focus	Prompts	Shows
Scene setter	<ul style="list-style-type: none"> • State why the proposal • Say who they are! • State the background • Say how you'll help 	Personalises your pitch
Wavelengthing - Understanding their needs	<ul style="list-style-type: none"> • Overview of current situation • Say what are the issues • Outline challenges and opportunities • Say what needs to be done 	Shows you understand them and their requirements
Objectives	<ul style="list-style-type: none"> • Give contract overview • Show clarity on intervention issues • Divide into deliverables 	Your vision of their goals and the way to will help them achieve their aims
Approach	<ul style="list-style-type: none"> • Show step by step activity • Link steps to their objectives 	How you will do it
Peopling	<ul style="list-style-type: none"> • Who will be the delivery team • Give their c.v. key points • Showcase their expertise 	Provides confidence in quality and continuation
Impacts	<ul style="list-style-type: none"> • Clearly show outputs -what they get • Translate outputs into outcomes or preferably impacts • Demonstrate benefits both tangible and intangible 	What they get both actually and emotionally
Risk analysis	<ul style="list-style-type: none"> • Risk analysis chart 	You are considering their concerns
Timescales	<ul style="list-style-type: none"> • When you will deliver each element • Milestones and delivery dates 	Your capacity to meet needs on time
Credentials	<ul style="list-style-type: none"> • Relevant contracts & customers • Case studies & testimonials • Web references 	Confidence and credibility with evidence of ability
Fees and/or costings	<ul style="list-style-type: none"> • Fixed and direct costs • Not included and optional extras 	No hidden costs and their ROI
APPENDICES		
Regulatory	<ul style="list-style-type: none"> • Quality details • Insurance policies such as indemnity • Cross cutting themes policies 	
Support	<ul style="list-style-type: none"> • Testimonials & References • Job sheets • Cuttings and marketing material • Research results 	

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