

**FREE**  
**OPPORTUNITY  
FINDER OFFER**

see over



## **Selling to the public sector**

There's more to this opportunity  
than meets the eye

**The Public Sector spends  
£175 billion a year on  
goods and services which  
you may be able to  
contribute to and profit  
from**

**Selling to the Public Sector  
is not always an easy task**

**This practical programme  
is tailored for your business  
and will help you improve  
your tender-bidding**

**sfedi**

EnterpriseAmbassador™

PART OF THE PWL CHAIN REACTION PROGRAMME



## PROGRAMME DETAILS

### HALF DAY 1: FUNDAMENTALS

Are you fit to supply to the Public Sector? Understanding the finer points of compliance. Go through our audit and then build a winning pack of policies, insurances, finance and testimonials. Take away our workbook and TOP TIPS AND TECHNIQUES.

### HALF DAY 2: SUCCESSFUL BID WRITING

The tendering process is designed to filter you out. Understand the Buyer and the buying process. Learn key techniques in answering Pre Qualification Questionnaires and optimising your response to the Tender opportunity. Take away our workbook and TOP TIPS AND TECHNIQUES.

### HALF DAY 3: MAXIMISE YOUR CREDIBILITY

Establish your credentials to reduce the buyer's perception of risk. Understand how to effectively market yourself to the Public Sector including your web site, printed material and presentation skills. Take away our workbook and TOP TIPS AND TECHNIQUES.

### HALF DAY 4: COLLABORATION

Through collaborating you can significantly increase the opportunities to go for and improve your success rate. We show you the best way to create "Buyer friendly" groups. Take away our workbook and TOP TIPS AND TECHNIQUES

### COST

Each half day is charged at £375 plus VAT. If you are eligible for a Train to Gain grant it will reimburse the first £500, and thereafter 50% of the rest, to a maximum of another £500.


## Why us?

- We have a long track record of bid writing with an 80% success rate
- We can help you overcome the hurdles
- Benefit immediately from our TOP TIPS
- Practical workbooks help you to implement your action plans
- Access to our FREE helpline for 30 days

**TAKE ALL 4 SESSIONS and get a FREE 3 months subscription to our OPPORTUNITY FINDER CLUB - WORTH £45**

Partnership Working Ltd

Contact us on:

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PWL/CR/01



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