

The Public Sector ICT Solution Sales & Marketing Plan

Course Leader: Neil G MacArthur, Director of Strategy, Industry Direct Ltd (IDL)

Who is it for?

Sales, marketing and business development executives with IT or communication companies who need to rapidly achieve significant results for Public Sector management solutions from limited resources.

What is it about?

The Public Sector is moving from large-scale, centrally driven IT infrastructure projects to locally driven solution implementations more closely aligned to the needs of the community. This is particularly noticeable in health, justice, service delivery and emergency response amongst other sub-sectors.

Simultaneously the pressure for improved IT value has become more severe with budget restrictions and yet the change in decision-making has reduced the value of individual projects. So is the selling cost for IT vendors increasing for less return? This Intellect Understanding & Engaging Markets training workshop presents and resolves the compelling issues in the new Public Sector solution sales environment.

How do you benefit?

This expert facilitated training event provides the delegate with a comprehensive Public Sector Sales & Marketing Plan for IT solutions and services. The plan demonstrates the compelling issues including security according to the Hannigan Report, business continuity according to the Pitt Report, compliance to the Climate Change Act, and efficiency improvement. In addition, the plan demonstrates the business case for customer investment, the solutions based upon best practice, the main target markets and decision makers, with a recommended action plan to generate demand quickly.

Delegates will gain a structured step-by-step presentation and interactive discussion of the Public Sector Sales & Marketing Plan using best practice. The main benefit is to accelerate the delegate's company into understanding and selling into the Public Sector market by providing an already formatted Public Sector IT Solutions Sales & Marketing Plan that will be easily customised to the delegate's organisation after the event.

Course Overview

- 09:30 Registration at Intellect London reception
- 10:00 Introduction to training objectives and agenda
- 10:15 New Public Sector overview
- 10:45 **Step #1** Public Sector issues & business case
- 11:30 **Step #2** Solution sets
- 12:00 **Step #3** Recommended sales objectives
- 12:30 Lunch
- 13:00 **Step #4** Target markets, decision makers & influencers
- 13:30 **Step #5** Recommended sales & marketing action plan
- 14:00 Review, assessment & close

Course Materials

All delegates will receive a paper copy of the course materials with space for notes plus a Word file of the Public Sector Sales & Marketing Plan that allows for fast and easy customization after the training event.

Who is the Course Leader?

Neil G MacArthur is Director of Strategy & Training at IDL, the Thought Leadership IT and communications analyst. Neil MacArthur is a senior practitioner analyst who has also delivered over 10,000 delegate days of IT vendor training in Sales & Marketing Planning worldwide based upon the very successful IDL *“Repeatable Solution Sales”* planning framework.

What Have Been The Comments From IDL Training?

“Very lively & passionate speaker” “Enthusiastic & interesting” “Very informative” “Facilitator is a great communicator and relayed the message effectively”.

What Is The “In House” Training Option?

If the Intellect member company has more than 5 delegates who wish to attend the Public Sector Sales & Marketing Plan training then it can be delivered at the company’s location to save travel costs and provide a training event that will focus upon the individual company and its solutions. Please contact Sam.Baglioni@intellect.uk.org for an “in house” training proposal.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	10:00-14:30
Fee	Intellect members £295+VAT non-member £495+VAT