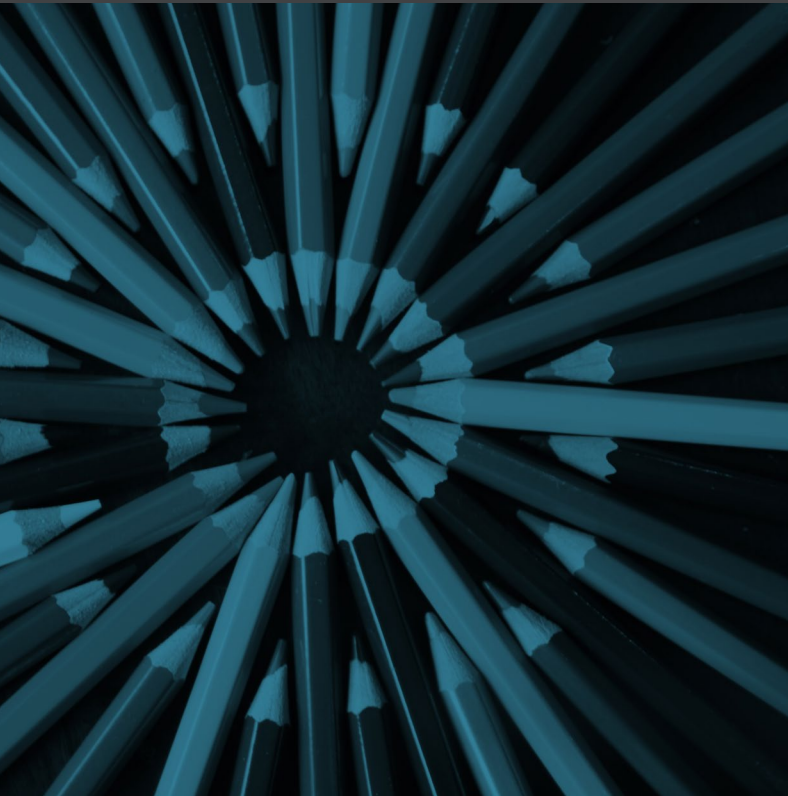


Complimentary for Subscribers*

Half day Selling to Government Professional Development Workshop



The Australian public sector ICT market had an estimated value of over \$12 billion in 2016-17.

To succeed in this hotly contested market, sales personnel must have:

- An understanding of government procurement processes, value for money assessments and government approaches to risk;
- An ability to create account plans that reflect long procurement cycles and the consensus-based decision-making characteristics of government; and
- An ability to craft a value proposition that resonates with the target agency.

Intermedium's complimentary* half day workshop will provide a refresher to your team if they are striving for:

- Better levels of engagement with senior government personnel;
- Better messaging and positioning with their government audience;
- Better qualification of government opportunities;
- Better account plans and sales strategies; or
- Better overall productivity.



Conducted by **Judy Hurditch**, who has a total of 30 years' experience in the public sector and in ICT sales, this workshop will remind your team of:

- The structure of government and its influence on the sales process;
- Public sector market attributes that impact sales;
- Procurement frameworks;
- Using the government strategy to position for success;
- The importance of engaging with government decision makers and how to do this.

*Available to Intermedium Essentials and Premium Package subscribers with a package value above \$25,000 inc GST

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