

HOW TO SELL TO THE CITY

Supply Management

Dan Munshaw

Who is "The City?"



Uncertain ?



We're here to help:

Dan Munshaw, Manager

Allan Hensel, Supervisor

Nancy Bauer, Sr Buyer

Vicki Gagne – Smith, Sr Buyer

Tina Caputo, Buyer



Selling to government
doesn't have to
be difficult

~ *if* ~

you know your market
and focus your efforts

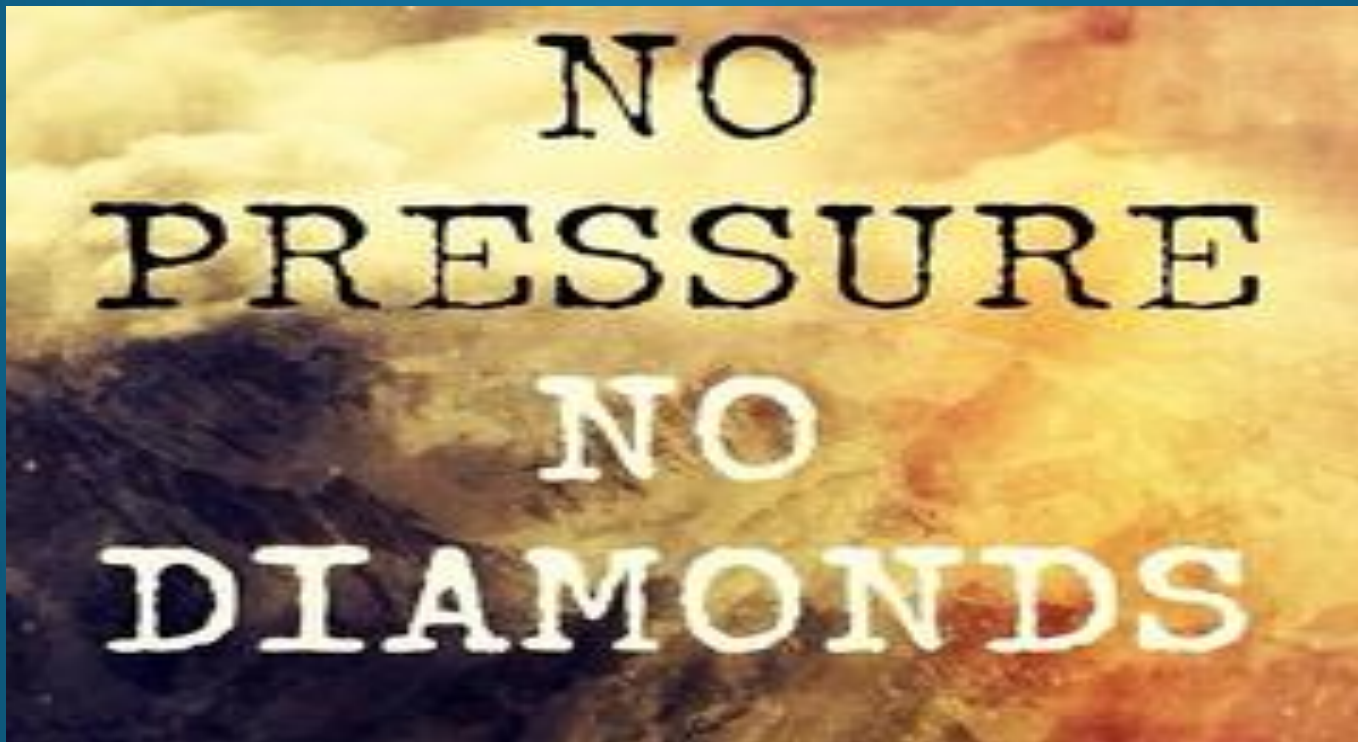
“The Secret Formula”



$$S = K + R + VM$$

Success
=
Knowledge
+
Relationships
+
Value for Money

Selling to government;
there will be no rewards unless you try.



- Know your customer
- Understand “*The Rules*”
- Understand the process
- Watch for opportunities
- Build and leverage relationships
- Compete to win!

Know your customer:

- Identify the right departments & key people
- Understand what they want & where they are going
- Know how they operate
- Offer appropriate solutions

Get to **Know** Your Customer

Understand “*The Rules*”

- How does government buy?
- Know the thresholds
- Know the range of procurement methods
- Explore cooperative procurement opportunities

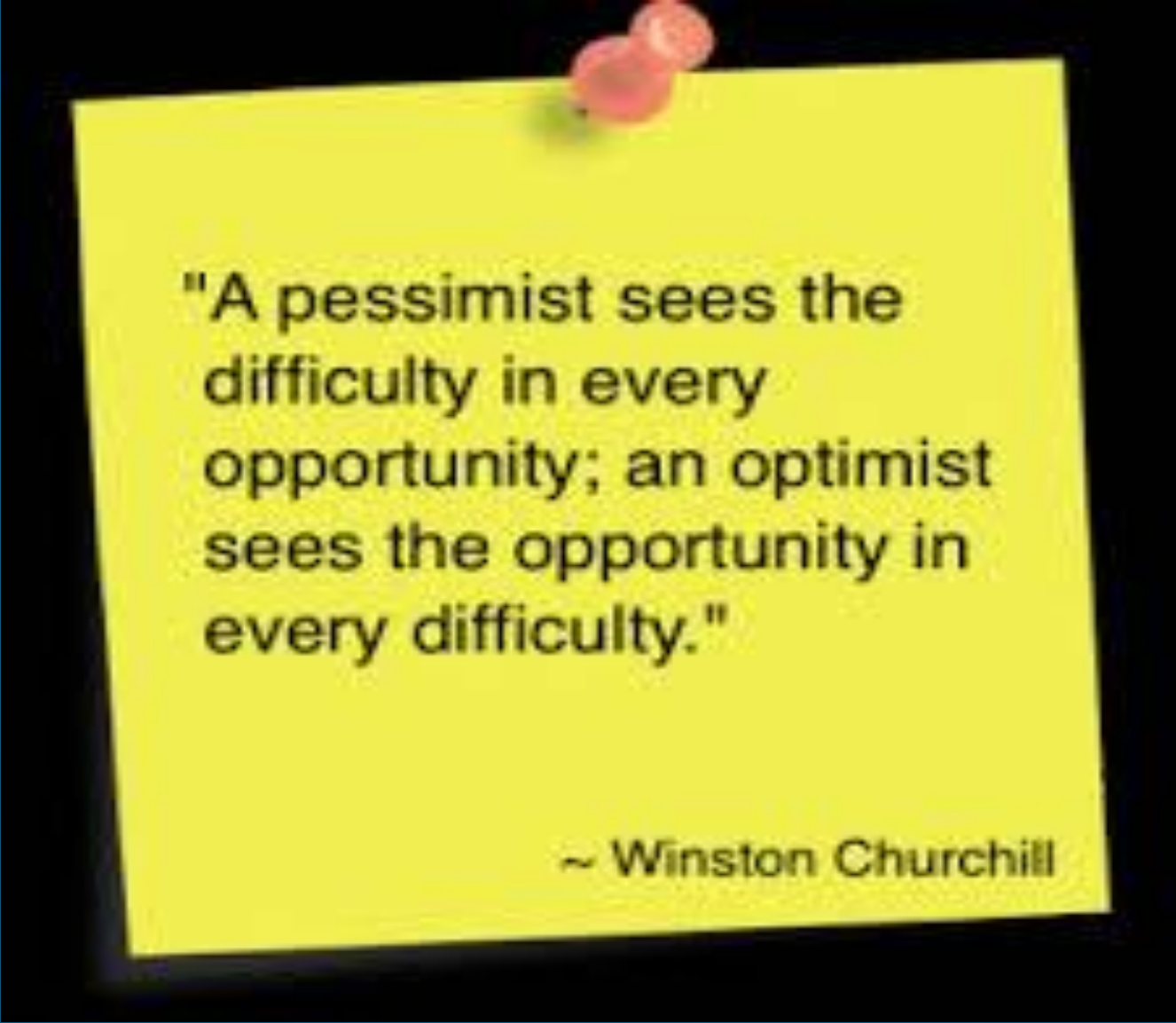


Understand the process:

- Register your business
- Know where opportunities are posted
- Meet all mandatory requirements
- Know & understand evaluation criteria



Ask for a debriefing

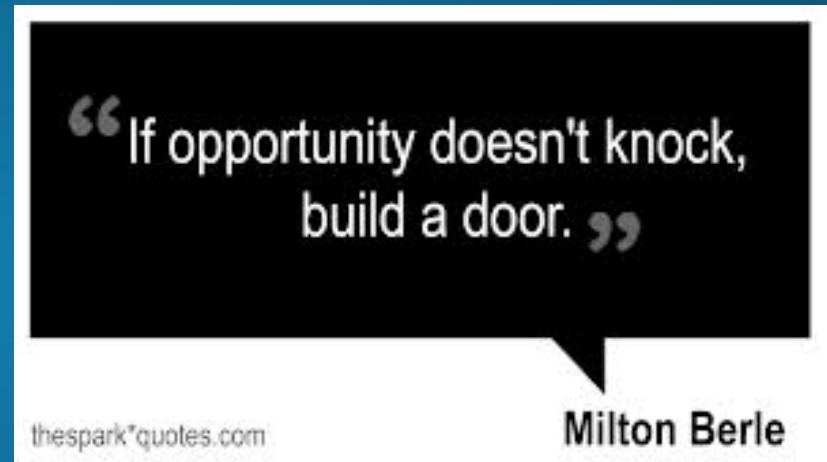


"A pessimist sees the
difficulty in every
opportunity; an optimist
sees the opportunity in
every difficulty."

~ Winston Churchill

Watch for Opportunites

- Be invited
- Watch the paper
- Watch the web site
- Become a member of a national procurement portal servcie(s)



Relationships

- Meet & know relevant people
- Ensure the buying team know who you are
- Maintain contact
- Build your reputation, use referrals
- Don't assume we know you



Compete to Win!

- Value for money
- Innovation
- Offer value added
- Manage and mitigate risk
- Compliance with conditions
- Fully understand requirements
- Environmental /social /carbon consideration



Unsure ? Ask questions



Questions ?

