



Government Sales Accelerator

Is selling your products and services into government part of your growth strategy?

It can be mystifying and time-consuming to discover how and where to start with government. This is where Mia comes in. Our business is to help you do business with government.

Mia's Accelerator program will give your organisation the ideal launch platform. Learn how to:



Navigate the unique government purchasing environment.



Win government bids, tenders, proposals and grants.



Position your business to receive requests for quotations and invitations to tender.



Identify and create government business opportunities before they become public knowledge.

Program Overview

Over three months, the Government Sales Accelerator program will help you understand how to engage with government, lay the foundations of a government sales campaign and launch your business on the path to becoming a government supplier.

1. Government sales workshop

A private, two-hour workshop on the fundamentals of engaging with government and responding to government tenders. This workshop will provide an overview of how government purchases and makes purchasing decisions, plus highlight the different engagement and bid strategies required to attract government's attention.

2. Business value proposition workshop

A private, two-hour workshop to identify your business's value proposition for government (what will make government choose you) and how to communicate it. Your business value proposition forms the core of all your communications and pitches to government, including bids.

3. Applications to register your business on relevant panels and marketplaces

Many government procurements are only open to businesses that have registered for the required government purchasing panels, prequalification registers or online marketplaces. We will advise you on which ones are relevant and work with your team to shape your applications to maximise chances for success.

4. Monitoring of government tender sites

We'll keep track of released tenders (primarily tenders.vic.gov.au and tenders.gov.au) and flag any that could be of interest to your business.

5. Development of government engagement launch strategy

Once the above foundations are laid, our proven methodology is to coach businesses to build relationships with government. Mia's government engagement launch strategy will identify your ideal starting point, the best government people and agencies to contact first, and provide a roadmap for you to follow. This creates business opportunities, because your business will be front of mind when the job comes up.

6. Coaching

Our consultants will be available during the three-month program to provide input and coaching to support your engagement activities. We'll help you align with government's key policy objectives, work within government process and build key relationships with approvers, influencers and decision-makers.

Tender and Quotation Support

Once you are ready to bid for government business, Mia also offers tender writing and assessment services to ensure your tenders and quotations stand out and tick all the boxes of government evaluators.

Mia's specialist advice on business and procurement practices is founded on a deep practical understanding of public sector procurement environments and industry imperatives.

We would love to help your company win business with government.

Visit www.miaconsulting.com.au to learn more.

