Government Engagement Plan

Tiddalik Services

This Government Engagement Plan has been developed to help your business effectively engage with government.

Gov Ready

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Introduction

While only established 18 months ago, Tiddalik Services (hereafter "Tiddalik") has already experienced some success winning and fulfilling projects in the Government sector, as evidenced by its work with the Audit Office of NSWs and the Independent Parliamentary Expense Authority. Tiddalik has educational service offerings which are required across all levels of the Government sector; however, Tiddalik also has many competing businesses vying for Government business.

Rarely will Government pro-actively reach out to an individual organisation for supply who they don't already know, trust, or have an existing relationship with. Governments are constantly being 'sold to', and it's becoming increasingly difficult for small and medium sized businesses ("SMBs") to be discovered amidst the thousands of companies trying to compete for Government business. Instead, Government (and big business) are looking for partners they can trust. Partners with a proven track record. Partners who understand how to engage with them.

There's never been a better time to win government business.

This Government Engagement Plan's ("GEP") purpose is to help position Tiddalik as a trusted partner for the public sector. Employing the 3% Rule, this GEP provides a government strategy which yields results built on the foundations of trust.

Further, it's important to understand that GEP's are as effective helping Tiddalik uncover opportunities with big business. The same principles apply to big business who are looking for SMBs they can trust, have capability, and can deliver contracts on time and on budget.

This report has been created to assist Tiddalik to:

- Outline a clear and concise Government Engagement Plan.
- Build trust and brand awareness of Tiddalik (new and existing customers).
- Position Tiddalik as an industry leader and subject matter expert.
- Position Tiddalik as a trusted supplier to Government.
- Position Tiddalik for when incumbent competitors are unable to deliver.
- Use technology to streamline and track proposals.
- Recommend enhancements to Tiddalik website.
- Increase Tiddalik's Government opportunities.

Importantly, GEPs are most effective when applied consistently. Over time this GEP will ensure Tiddalik is recognised by government as a trusted and dependable partner which can deliver government contracts on time, on budget, and exceeding the desired outcomes.

Section 1: Website

Tiddalik's website is its shopfront. When governments are looking for potential suppliers, like consumers, they will visit your website. They're looking for a clean, professional site. They also want a site which is easy to navigate, and clearly tells them what problem the business solves.

Website Recommendation 1: Company Policies

Government prefers to align themselves with potential partners with similar values to them. This can be reinforced by having the relevant company policies on your website – it's not a must-do, but certainly a nice-to-have. Tiddalik currently has no company policies on its website. Tiddalik should consider including the following and making them available on its website:

Think about the most significant problems that your business solves.

- Environmental Management policy
- Diversity policy
- Domestic and Family Violence policy
- Indigenous Support/Supply policy
- CSR (Corporate Social Responsibility Policy)

Lawpath is a company which provides templates for almost any business document. **Recommendation**: Consider a one-month subscription to Lawpath and download templates for the policies noted earlier.

Lawpath URL: https://lawpath.com.au/

Website Recommendation 2: What problem does Tiddalik solve?

Take some time to think about the most significant problems that Tiddalik solves. Think the WeMow example: "We Give People Back Their Weekends". WeMow mows lawns! However, they've creatively summed up the biggest problem they solve extremely well.

Once determined, consider having these clearly noted on the front page of Tiddalik's site. Currently Tiddalik has the following in place of where 'the biggest problem we solve' should sit:

> "Inspiring a Thirst for Knowledge"

Essentially, what we're looking for is a concise mission statement. We want to encompass the biggest problems Tiddalik solves for both government and private sector clients, and spell this out clearly and concisely in one (at most two) sentence on your front page. This makes it simple for decision makers to quickly understand what problems you can solve for them.

We've sat down and spit-balled some ideas to get you thinking, and arrived at the following as a potential problem statement:

Training Educational Support IT Services

We Bring Learning to Life

What makes a good 'About Us' page?

DISCLAIMER: We're not creatives, however we all agreed this was the best of the bunch that we landed on!

Website Recommendation 3: Website review (3rd Party)

Have a website design professional spend some time on Tiddalik's site and offer some suggestions on how to make your website more appealing to both consumers, public and private organisations.

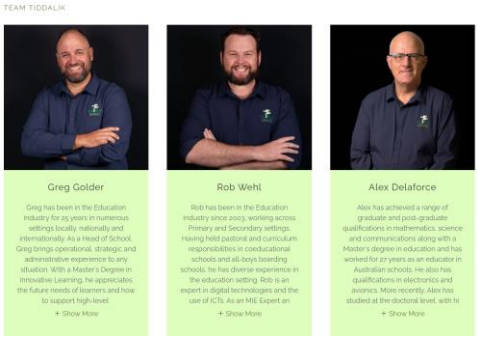
Consider contacting the team at Next Digital – they're professionals in this space (and many others). As Tiddalik is a Gov Ready client, Next Digital are happy to look over your site and meet with you to outline some recommendations and insight, at no cost to Tiddalik.

If you'd like to book a time to speak with Next Digital, contact your Gov Ready Account Manager and they'll arrange this for Tiddalik.

Website Recommendation 4: 'About Us'

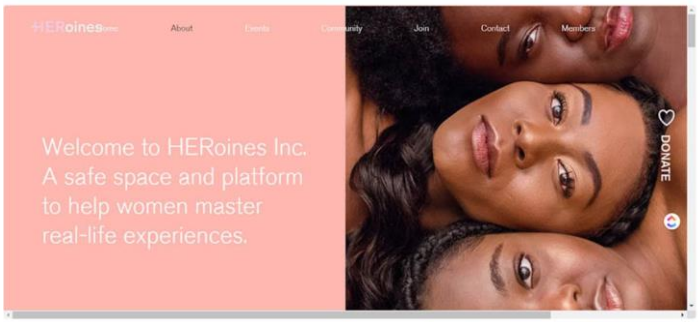
When government decision makers are considering a new supplier, they will almost always spend some time looking through the 'About Us' pages. Consider revising Tiddalik's 'About Us' messaging. Tiddalik's primary About Us page reads like an excerpt from an MBA white paper – it's very dry and doesn't engage the reader. Consider revising this page and including:

- Greg and Craig have lively personalities and a great sense of humour – have this resonate in your About Us section (have some fun with it!)
- Using 1st person in the personnel description pieces – again, lighten up a bit and show your own personalities which are the business:



- Why and how Tiddalik was established
- Describe the customers Tiddalik serves
- Outline how Tiddalik gives back to the community
- Include a short one-sentence testimonial at the top of the section – 3rd party endorsement

'About Us' Example 1: HERoine Inc: https://www.heroinesinc.org/about



What makes this a good 'about us' page?

- The page itself is simple and aesthetically pleasing, and it loads quickly.
- It features photos of the team that seamlessly fit into the page design.
- The colours and tones used matched the rest of the site, creating consistency across all pages.
- It covers the brands vision and goals using inspirational, engaging copywriting.
- The call-to-action button sits on the right of the page and always remains visible.

'About Us' Example 2: IconiQ Creative Group: https://www.iconiqcreative.com/about

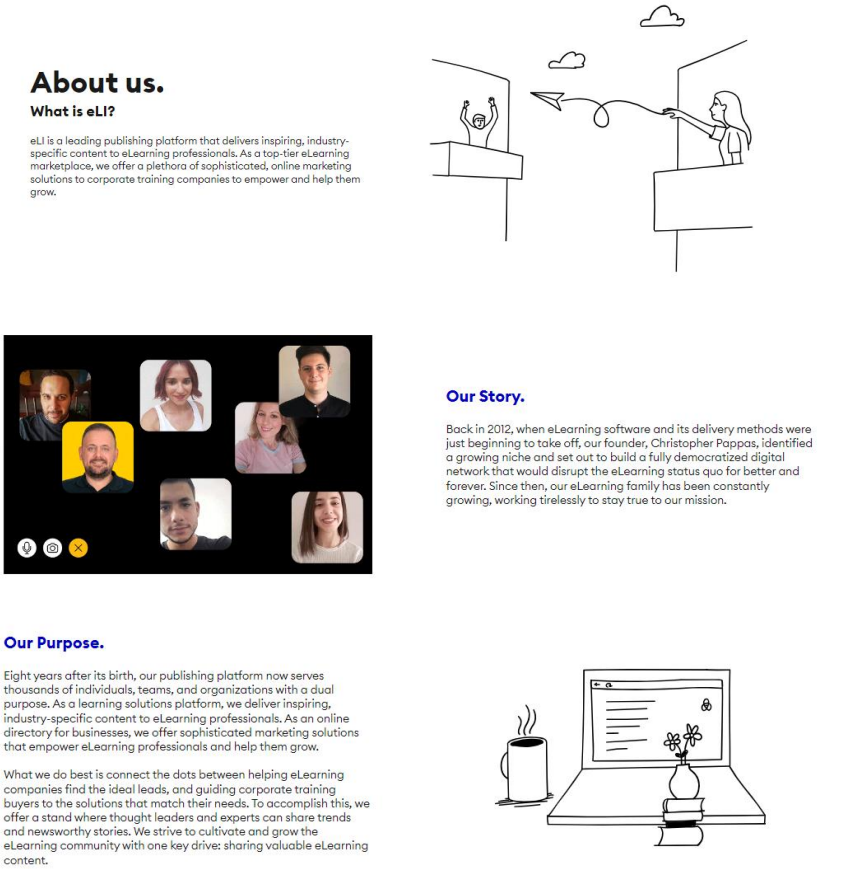
What makes this a good 'about us' page?

- It's free of unnecessary words and get straight to the point.
- It features case studies, a client list, and their credentials. This is all in plain sight, for all to see.
- They feature multiple testimonials (although this could be improved by slowing down the carousel or giving users the ability to scroll at their own speed).

- They've linked to their founder's website, so visitors can learn even more about the brand and its history.
- It showcases their humanitarian work in a 'giving and causes' section.

Following is a link to an international business which offers industry specific eLearning content to users. While not perfect, this is a good example of an About Us page in the eLearning sector:

https://elearningindustry.com/about-us



Who we are.

We're firm believers in the power of Learning and Development and the power of sharing. While our beginnings were humble, we are now proud to say that more than 936,000 eLearning professionals and corporate training buyers visit our platform each month.

As we continue to evolve, we strive to help our community with that same integrity and passion. Our focus is to improve the way our content is published and distributed. Our goal is to become even more efficient and user-friendly for our ever-growing community of eLearning members and partners.

Our Positive Work Environment.

eLearning Industry has been certified as a "Great Place To Work" in Greece by The Great Place to Work Institute. This recognition showcases the impact of our efforts towards creating a workplace that celebrates knowledge sharing and growth.

We value open and transparent communication more than anything. Our employees enjoy an inclusive and dynamic work environment where their careers evolve with real-time opportunities in a modern workspace. Our great team spirit contributes to the positive and fun atmosphere we enjoy here in Athens!

One of the most important reasons eLearning Industry stands with Greece's great workplaces is how our innovative solutions help the worldwide eLearning community deal with upcoming challenges.

Website Recommendation 5: Company story/history

Tiddalik has no defined company history or story on its website. Tiddalik has an exceptional story to tell and should consider sharing this with existing and new customers. How and why was Tiddalik born?

Recommendation: Formulate a succinct company story, and have it included on Tiddalik's About Us page. Company stories can also be included on proposals and marketing collateral, so long as they're not too long and wordy.

Why? Company stories (good ones) let potential customers emotionally connect with the business and create and/or reinforce brand loyalty, and people love a good story!

Examples of some quality Company stories:

Trader Joe's

Our Story

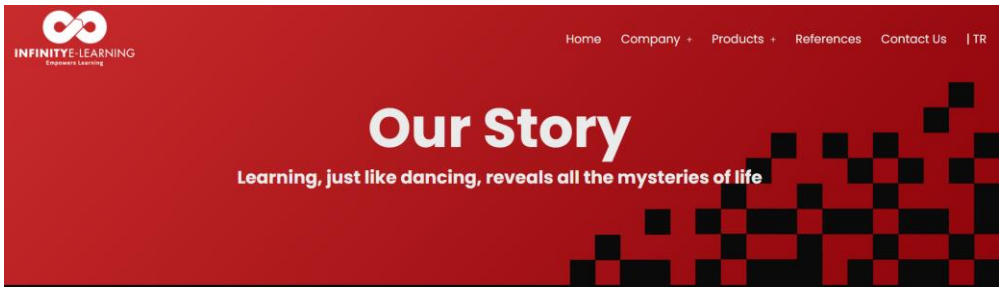
It all started in the 50s... Would you believe we started out as a small chain of convenience stores? It's true. Way back in 1958. We were called Pronto Markets. In '67, our founder, the original Trader Joe, changed our name (yes, to Trader Joe's) and the way we do business.

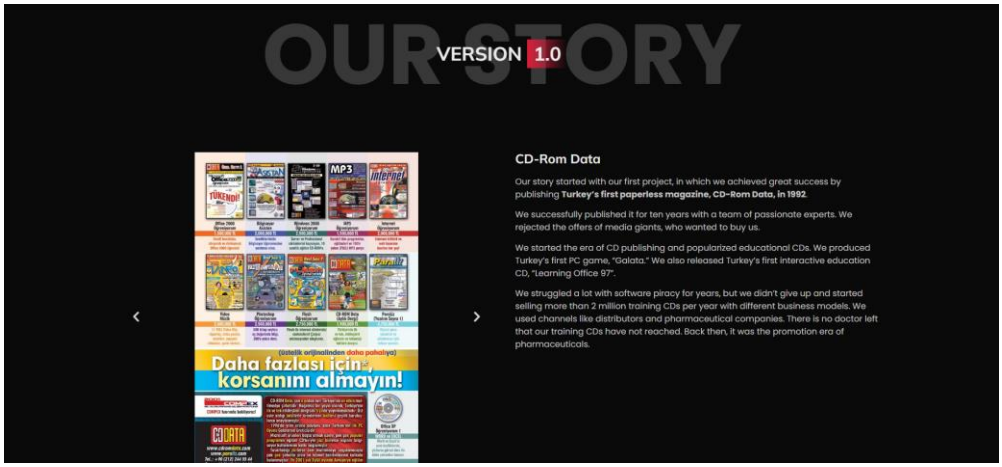
We made the stores bigger (if you can imagine), decked the walls with cedar planks and donned our crew in cool Hawaiian shirts. Most importantly, we started packaging innovative, hard-to-find, great-tasting foods under the "Trader Joe's" name. That cut our costs and saved you money. Still does. And that's important, because "Value" is a concept we take very seriously. And by 'Value,' we mean great everyday prices on all of our great products — no sales, no gimmicks, no clubs to join, no special cards to swipe... How do we do it?

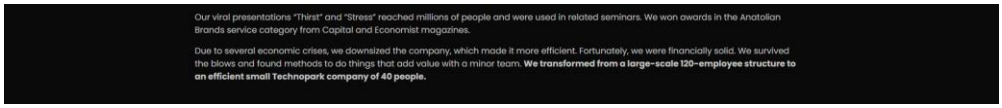
World Wildlife Federation:

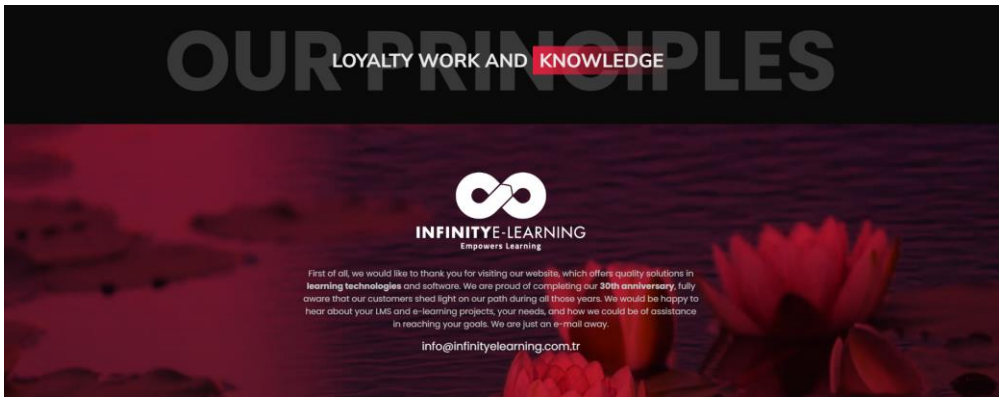
INFINITY-LEARNING:

https://infinityelearning.com/our-story/







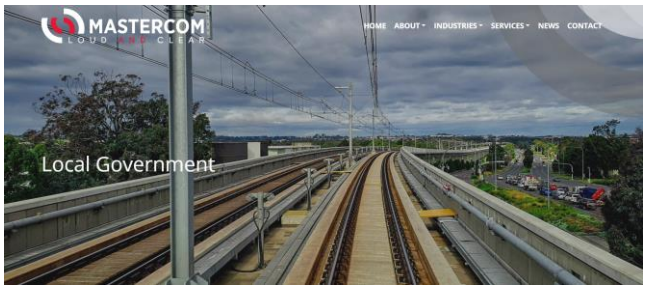


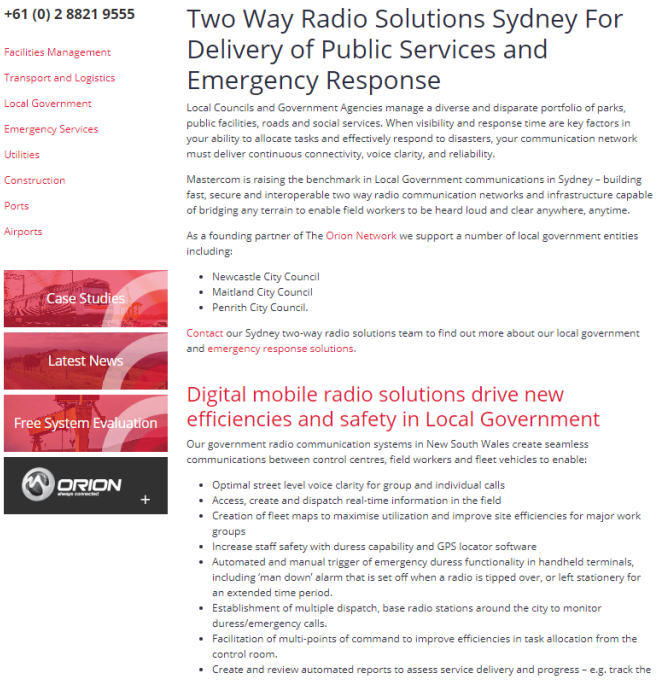
Website Recommendation 6: Dedicated Government Landing Page

Recommendation: Consider including a basic one page 'Government' landing page. This page does not need to be too fancy – short and succinct and summarise service offerings to government decision makers.

Mastercom Example:

https://www.mastercom.com.au/industries/local-government/





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Two Way Radio Solutions Sydney For Delivery of Public Services and Emergency Response

Local Councils and Government Agencies manage a diverse and disparate portfolio of parks, public facilities, roads and social services. When visibility and response time are key factors in your ability to allocate tasks and effectively respond to disasters, your communication network must deliver continuous connectivity, voice clarity, and reliability.

Mastercom is raising the benchmark in Local Government communications in Sydney – building fast, secure and interoperable two way radio communication networks and infrastructure capable of bridging any terrain to enable field workers to be heard loud and clear anywhere, anytime.

As a founding partner of The Orion Network we support a number of local government entities including:

- Newcastle City Council
- Maitland City Council
- Penrith City Council.

Contact our Sydney two-way radio solutions team to find out more about our local government and emergency response solutions.

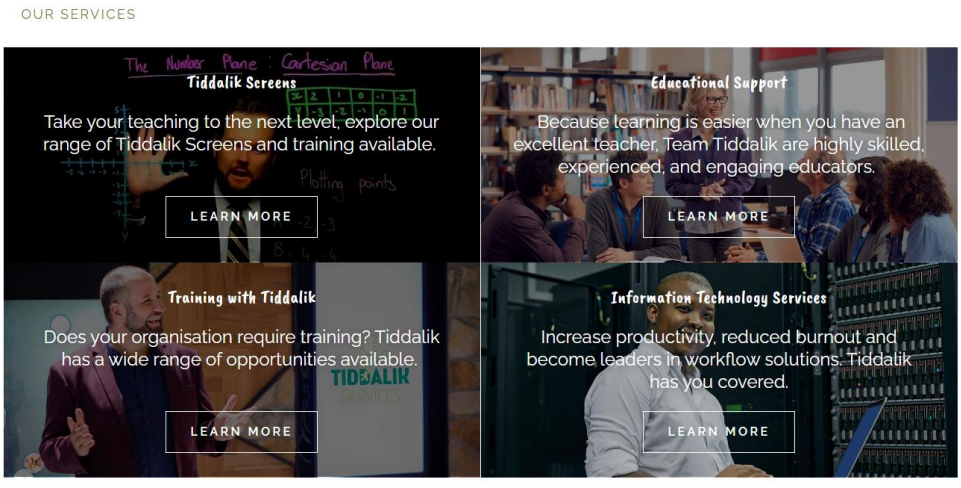
Digital mobile radio solutions drive new efficiencies and safety in Local Government

Our government radio communication systems in New South Wales create seamless communications between control centres, field workers and fleet vehicles to enable:

- Optimal street level voice clarity for group and individual calls
- Access, create and dispatch real-time information in the field
- Creation of fleet maps to maximise utilization and improve site efficiencies for major work groups
- Increase staff safety with duress capability and GPS locator software
- Automated and manual trigger of emergency duress functionality in handheld terminals, including 'man down' alarm that is set off when a radio is tipped over, or left stationery for an extended time period.
- Establishment of multiple dispatch, base radio stations around the city to monitor duress/emergency calls.
- Facilitation of multi-points of command to improve efficiencies in task allocation from the control room.
- Create and review automated reports to assess service delivery and progress – e.g. track the

Website Recommendation 7: 'Services' via Video

Recommendation: Have Tiddalik's 'Services' links lead to a video which describes the service and offers some examples. Both Greg and Rob would project really well via video, and video makes it simpler and easier for decision makers to quickly understand Tiddalik's Services, and the problems they solve: https://tiddalikservices.com.au/services



Section 2: Sales Function

While the term or title of 'sales' is referred to in this section, there must never be any active 'selling' in the traditional sense of the word. Every contact point with decision makers and influencers should focus around adding value and building trust.

Every contact point with decision makers and influencers should all focus around adding value and building trust.

Currently, most of Tiddalik's Business Development and Account Management is performed on an ad hoc/as needs basis by Greg and Rob

Currently, Tiddalik has no formal outbound sales function per se. New business is traditionally secured via:

- Supply Nation membership
- Direct marketing (letters/emails to Government personnel)
- 'Door knocking'
- Referrals and word-of-mouth

Recommendation: Sales Leadership

Initially, it's important that key stakeholders within Tiddalik understand the processes contained in this GEP; how it works; the tools involved; workflow and objectives. Once the GEP is understood, its recommended that Rob and Greg execute the person-to-person components – the intro call, follow-up call, and request to meet.

Note: This is simply to ensure that both Rob and Greg understand the process of engaging with government decision makers.

Recommendation: Once key stakeholders within Tiddalik understand the government engagement strategy, consider hiring a casual telemarketer to make the initial intro and follow-up calls.

Note: All digital touch points should ideally be automated if possible.

Note: the aim is not to replace how Tiddalik currently engages with the market. The aim is to implement a government strategy which compliments Tiddalik's current sales and marketing methods without impacting existing market strategies which have proven successful in the past.

Section 3: Target Market – Government Sectors

Tiddalik will ultimately determine which government decision makers or influencers this GEP will be employed to target.

IMPORTANT: GEPs aren't designed just to open Government revenue streams – they are as effective when targeting big business which should be considered as another potential opportunity for Tiddalik.

Tiddalik's GEP will build trust and uncover opportunities within larger private sector enterprises who are also being constantly bombarded by organisations trying to proactively 'sell' to them. The trust journey outlined in this GEP ensures Tiddalik is differentiated from the hard sellers and will help realise business opportunities as government and private sector decision makers enter the 3% buying zone.

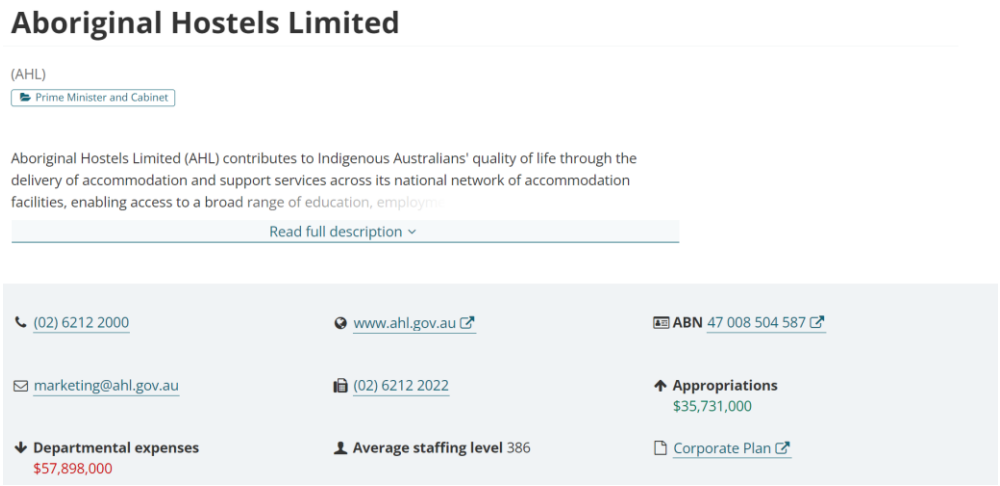
Federal Government Recommendation 1: Which Departments to Target

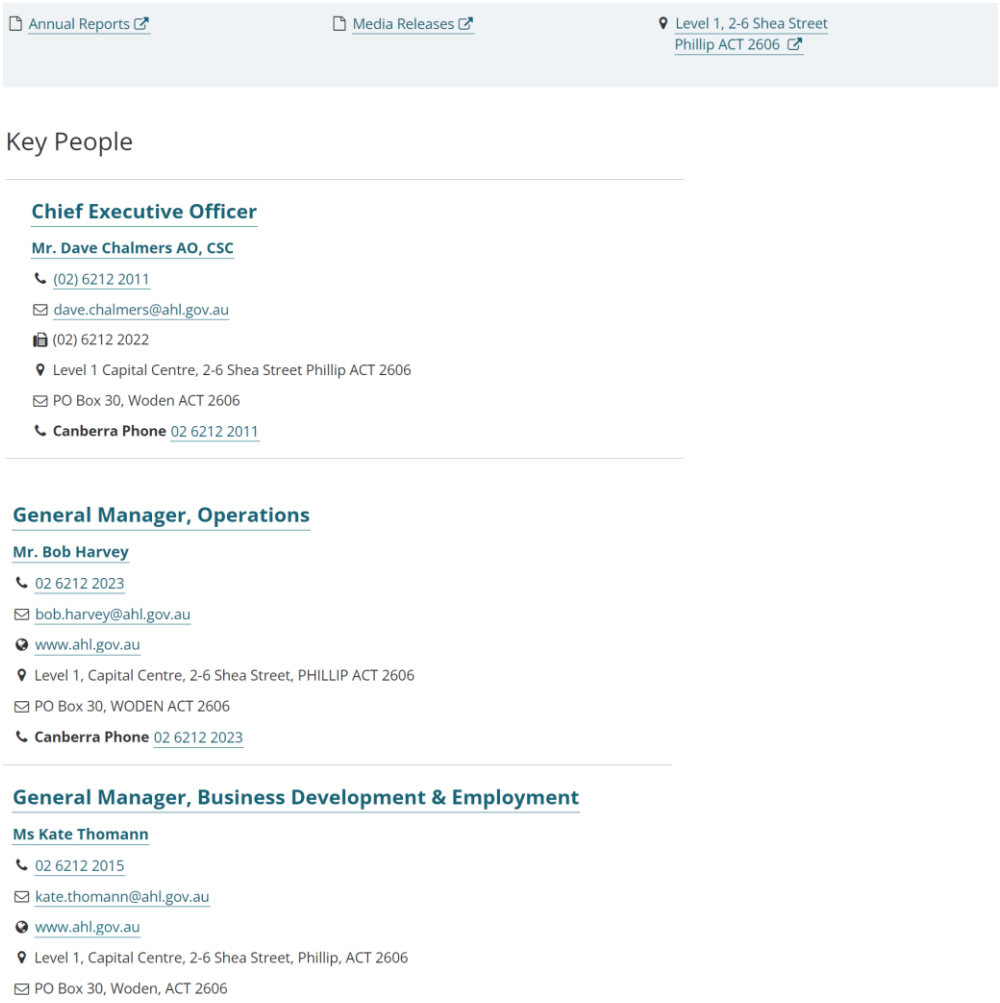
Recommendation: Locate appropriate departments, decision makers and influencers who might require Tiddalik's services at some stage in the future. A significant strength for Tiddalik is that every government department has or will require Tiddalik or one of its competitors – it's just a question of when.

A complete list of every Federal Department or associations can be found here: https://www.directory.gov.au/departments-and-agencies

This site isn't just a list of Federal Government Departments and agencies – it's a lot more valuable than that. When you click on the name of the agency, it takes you to a subsequent page which provides more valuable insights, such as the department spend, agency description, email, phone number and media releases.

As an example, this information is available on the Aboriginal Hostels Limited landing page:





Federal Government Recommendation 2: Panels

Opportunity: Tiddalik must consider securing a place on some federal government panel arrangements.

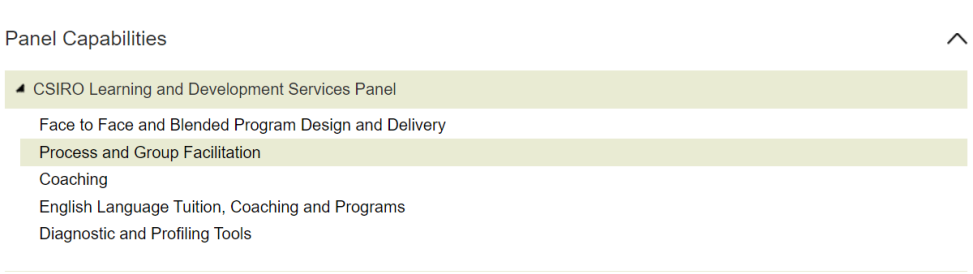
Every federal government panel is located here: https://www.tenders.gov.au/Panel/List

There are two federal panel arrangements related to Education and Training services. While Tiddalik can certainly make a submission on each of these panels when and if they are renewed, the CSIRO Learning and Development Services Panel PNL2022 is due to expire in May 2024 – this presents an opportune window for Tiddalik to prepare a submission should this panel be extended and re-opened to new suppliers.

NOTE: Importantly, all 144 federal government departments and agencies can purchase directly from this panel arrangement.

https://www.tenders.gov.au/Panel/Show/5b74d718-233d-4530-8bf9-c98380920356?AgencyUuid=0ecb25c0-02c3-6baa-4738-951514f489a9

Education services (or capabilities) that can be procured from this panel are as follows:



Recommendation – email the contact for panel PNL2022. If this panel will be extended or re-opened, request the panel documentation, and prepare a submission.

Snapshot of businesses already on this panel:

Current Suppliers (125)

Supplier Name	ABN	State	Postcode	Deed Start Date	Deed End Date
A Human Agency Pty Ltd	21 600 655 365	NSW	2060	01-Jun-2020	31-May-2024
Adaptive Leadership Australia Pty Ltd	37 619 765 427	NSW	2060	01-Jun-2020	31-May-2024
Almahurst Pty Ltd	65 100 212 771	VIC	3912	01-Jun-2020	31-May-2024
AltusQ Pty Ltd	40 088 675 165	NSW	2001	01-Jun-2020	31-May-2024
Amanda Horne	45 105 694 880	ACT	2603	01-Jun-2020	31-May-2024
Ashley Coaching and Consulting Pty Limited	95 113 506 200	NSW	2085	01-Jun-2020	31-May-2024
Australian Catholic University Limited	15 050 192 660	NSW	2060	01-Jun-2020	31-May-2024
Australian Indigenous Leadership Centre	68 091 455 551	ACT	2605	01-Jun-2020	31-May-2024
AUSTRALIAN INSTITUTE OF MANAGEMENT EDUCATION AND TRAINING PTY LIMITED	40 009 668 553	ACT	2601	01-Jun-2020	31-May-2024

Recommendation: Note Australian Indigenous Leadership Centre are already on this panel. It appears they offer accredited training courses; however, these are delivered primarily face-to-face. There could be an opportunity to partner with them and build out elearning components to their programs.

Note: Another business already on this panel is Evolve Studios: https://www.evolvestudios.com.au/

Evolve studios offers some similar services to Tiddalik, reinforcing this should be a 'panel of interest' for Tiddalik Services.

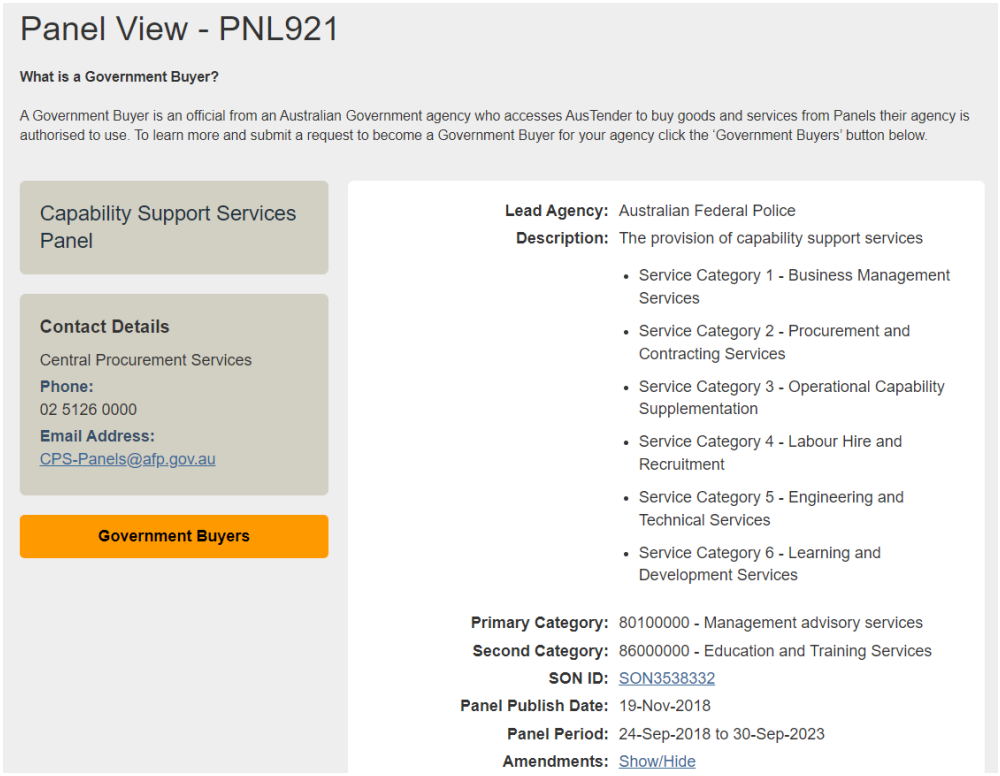
Secondary panel target:

The Australian Federal Police also has a panel which 144 federal government agencies can purchase from. This panel is due to expire in September 2023.

Recommendation: consider making a submission for panel PNL921. Email the contact officer mid-2023 and request tender documentation.

Panel Link:

https://www.tenders.gov.au/Panel/Show/d117efb4-c9dd-1b1a-530f-fbb92ccc1cad?AgencyUuid=0ecb25c0-02c3-6baa-4738-951514f489a9



Panel View - PNL921

What is a Government Buyer?

A Government Buyer is an official from an Australian Government agency who accesses AusTender to buy goods and services from Panels their agency is authorised to use. To learn more and submit a request to become a Government Buyer for your agency click the 'Government Buyers' button below.

Capability Support Services Panel

Contact Details

Central Procurement Services

Phone:
02 5126 0000

Email Address:
CPS-Panels@afp.gov.au

Government Buyers

Lead Agency: Australian Federal Police

Description: The provision of capability support services

- Service Category 1 - Business Management Services
- Service Category 2 - Procurement and Contracting Services
- Service Category 3 - Operational Capability Supplementation
- Service Category 4 - Labour Hire and Recruitment
- Service Category 5 - Engineering and Technical Services
- Service Category 6 - Learning and Development Services

Primary Category: 80100000 - Management advisory services

Second Category: 86000000 - Education and Training Services

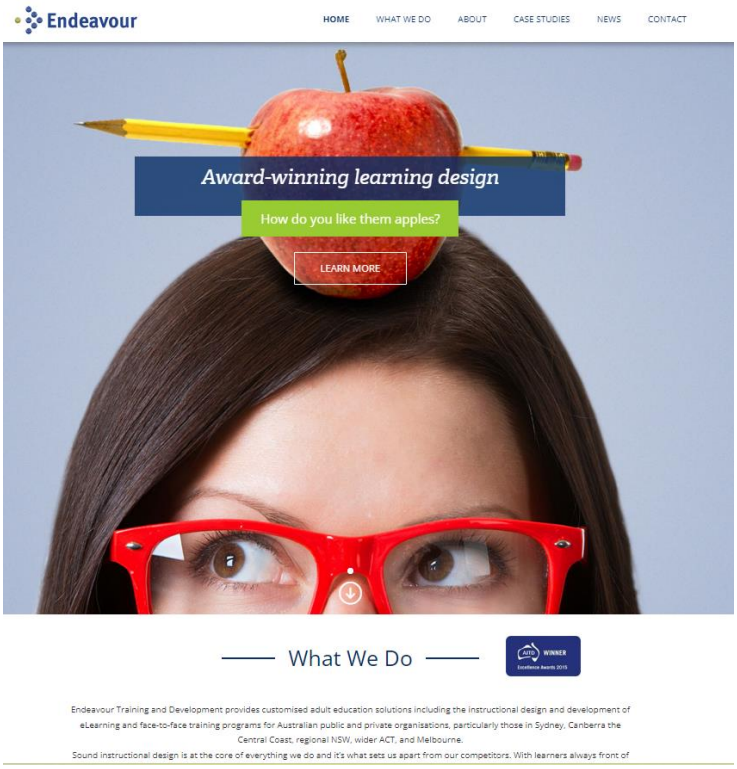
SON ID: SON3538332

Panel Publish Date: 19-Nov-2018

Panel Period: 24-Sep-2018 to 30-Sep-2023

Amendments: Show/Hide

Note: There are a number of companies on this panel which offer similar services to Tiddalik, including Endeavour: https://www.endeavour.net.au/

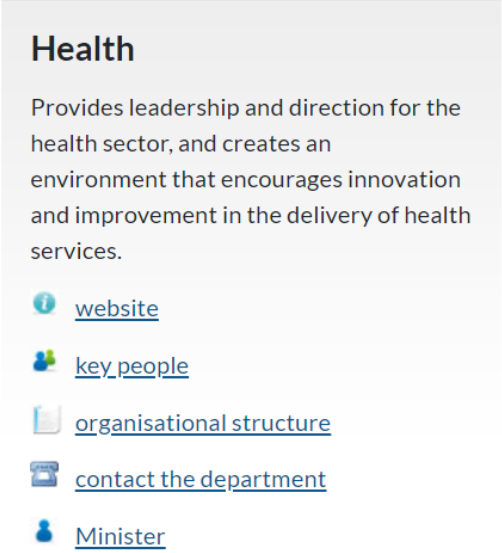


State Government Recommendation 1: State Government Directory

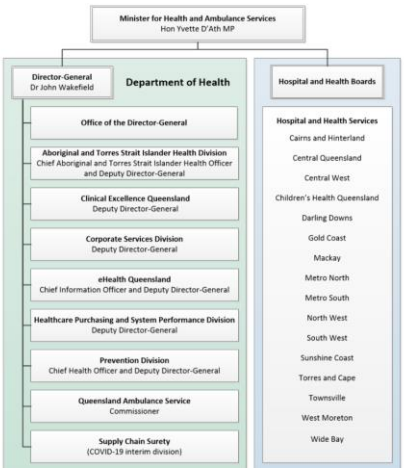
Again, almost every State Government department will require Tiddalik or its competitors at some stage – some more than others. A complete list of State Government departments can be found here:

https://www.qld.gov.au/about/how-government-works/government-structure

Each department listed on this page has the following detail included (using Health as an example):



Clicking on the sections above drills down into that category. For example, 'org structure' takes you here:



Use this phone number!

Not many businesses are aware of this: Queensland State Government has a general switch number with operators trained to connect you to the person you want to speak with – importantly, they're not trained to screen callers or act as gatekeepers!

Once you have the name of the Government official you'd like to speak with, call the switch number. The operator will simply ask who you'd like to be put through to (be confident in your tone!). Thank them and give the name (and preferably their department), and you should be transferred through, often to a direct line.

This is a very good way to bypass departmental gatekeepers.

This number is: 13 75 68 (13 QGOV). Use this number!

Prefer to email?

Qld Government can also be contacted via email. Further, it's mandated policy that a government official must respond to any incoming 'contact us' requests. This can be a great way to get answers to your questions, though note this is for State Government only.

Contact us form:

https://www.qld.gov.au/contact-us

State Government Recommendation 2: Select Targets

Recommendation: Identify the departments Tiddalik would like to target initially. Because Tiddalik's services are required across all departments, there's no need to target specific departments in the beginning.

State Government Recommendation 3: Research 101

For the departments identified as targets, click on the links noted above and conduct some basic research. Begin to get to know the department at a deeper level. What are their organisational goals? Who's who in the zoo? Can I follow the department on LinkedIn or other social media? Any intel you can find here can be valuable – especially names, email addresses and contact numbers!

State Government Recommendation 4: Consider Multi-Layer Strategy

Recommendation: Implement this GEP touch point process with Queensland State Government initially, possibly alongside Tiddalik's surrounding councils:

- Brisbane City Council
- City of Gold Coast
- Moreton Bay Council
- Scenic Rim Regional Council
- Logan City Council

State Government Recommendation 5: SOA PQP QED106598 for the Provision of Professional Development for Departmental Staff

Tiddalik must consider securing a place on SOA 106598. Do not rush this submission – it must shine. This is a 'Whole of Government' SOA, and this means that if Tiddalik is successful, then any Government department can purchase from this SOA. Importantly, Local Government can also purchase from Whole of Government contracts.

This SOA is reviewed quarterly (or it's supposed to be), so while it's not an 'open' SOA (where anyone can submit at any time), it's close to it.

QED106598	Professional Development Training for Staff	9/10/2025	Department of Education	Business services - Training and development	Contract Manager	procurement.ggs@qed.qld.gov.au

Recommendation: Consider contacting the contract manager for State Government Panel QED106598 – Professional Development Training for Staff. While this panel isn't due to be reopened until 2025, government often open these panels to new suppliers before they expire.

Panel Link:
https://qcd.hpw.qld.gov.au/Pages/searchany.aspx?Category=Business%20services%20-%20Training%20and%20development

Following is a screenshot of all businesses already on this panel:

2inspire International Adapt Education Alan Bartlett Consulting Allens Training Pty Ltd ANU Enterprise Assure CommuniCorp Group At My Best Aust Council for Educational Research Ltd Aust Institute of Management & Education Aust Public Sector Training Aust Red Cross Training Services AuStrategies Pty Ltd Bendelta Berry Street Education Model Blueprint Career Development Pty Ltd Broadley HR BTS Spark Central Queensland University Chandler Macleod Change2020 Pty Ltd Coach Pty Ltd Crazy Might Work Pty Ltd Crisis Prevention Institute Inc Dale Carnegie Australia Davidson HR Consulting DDLS Australia Pty Limited Ducidium Pty Ltd Edmonds Marketing Pty Ltd Education Changemakers Pty Ltd EPEC Education Fire Up Coaching Pty Ltd Fresh Tracks Gr8 People Pty Ltd Grevillea Consultants Griffith University Growing Talent Growth Coaching International Heywood Consulting Group HPTschools PTY LTD Hudson Global Resources (Aust) Pty Ltd Human Synergistics Pty Ltd iNSPYR Institute of Managers and Leaders IPS Management Consultants ITC Publications Kiah Consulting Koya Training Services Leading Humans Pty Ltd LTT Group Pty Ltd MacArthur t/a Creating Breakthroughs Meeting Place Consultancy Merit Solutions NeuroLeadership Institute NextTech Learning Pty Ltd Nous Group PD Training PeakXD Pragmatic Thinking Pro Leaders Academy Prominence Pty Ltd Qld Education Leadership Institute Ltd QELi Queensland Teachers' Union of Employees QUT Royal Life Saving Society Queensland Inc School Dispute Resolution Services Sentis Education Shape Consulting Simpatico Safety St John Ambulance Australia Qld Sutherland Training SWISH Coaching TAFE Queensland The Brown Collective The Change Agency Pty Ltd The Learner First Pty Ltd The Least Likely Group The University of Melbourne Transform Developments Pty Ltd Value Learning Westbourne College Pty Ltd Write Well

State Government Recommendation 5.1: ICTSS.1303b for IT Services

SOA number	SOA name	Expiry date	Department	Category	SOA contact	SOA contact email	SOA contact phone	Key Words
ICTSS.1303B previously ICTSS.13.03B	ICT Services (Pre-Qualified Suppliers Panel)	31/03/2023	Department of Communities, Housing and Digital Economy	Information and Communication Technology - IT Services	Contract Manager, ICT Strategic Sourcing	ictstrategicsourcing@chde.qld.gov.au	Please email	ICT Services Panel Business Change Strategy Information Architecture Planning

Tiddalik should consider securing a place on this panel: ICTSS.1303b for IT Services. This Panel has a 'Learning Delivery' competency under 'Skills Management'. Go1 are on this panel and Tiddalik must determine if it has the time to put in a submission for this panel.

Recommendation: contact the panel convenor for Panel ICTSS.1303B for IT Services (ictstrategicsourcing@chde.qld.gov.au). Identify yourself as a First Nations Business and request documentation for this panel if they will open it for new suppliers. Further, contact Matthew Rose and he will offer some advice around securing a place on this panel.

Panel Link:
https://qcd.hpw.qld.gov.au/Pages/searchany.aspx?Category=Information%20and%20Communication%20Technology%20-%20IT%20Services

Panel Recommendations (once Tiddalik are on one):

- Display that Tiddalik is on this panel via your website – preferably the first landing page
- Note this panel on every proposal and invoice
- Use the panel arrangement as a touch point
- Ensure every decision maker or influencer knows that Tiddalik is on this panel

State Government Recommendation 6: Government Gazettes are Gold

Finding new government appointments is a clever strategy to uncover new decision makers and influencers. Often, when a government official takes on a new position, they're looking to make an immediate difference. Importantly, many of these decision makers are more open to new suppliers, new ideas, and doing things differently. Herein lies an opportunity to reach new decision makers ready for change.

Few are aware of Queensland State Government's monthly Gazette publications. These Gazettes are released monthly and contain legislative changes, legal notices, and importantly, new appointments across Whole of Government. SMBs can locate these 'new' decision makers and commence the GEP touch point workflow.

Following is a sample of the type of information found in the November 2021 Government Gazette:

DEPARTMENT OF CHILDREN, YOUTH JUSTICE AND MULTICULTURAL AFFAIRS

371669/21	Youth Worker, Cairns Youth Justice Service Centre, Region – Northern Queensland, Youth Justice Regional Services, Cairns (OO3)	Date of duty	Marks, Matthew	Custodial Correctional Officer, Lotus Glen Correctional Centre, Custodial Operations, Statewide Operations, Queensland Corrective Services, Mareeba (GS1/5)
375064/21	Principal Human Resource Data Analyst, Strategic Workforce Planning, People and Culture, Corporate Services, Brisbane (AO7)	Date of duty	Nathan, Elissa	Senior Analyst, Strategic Workforce Planning, People and Culture, Corporate Services, Brisbane (AO6)
363488/21	Child Safety Officer, Child and Family, Region – South East Queensland, Service Delivery, Kingston Brisbane (PO3)	Date of duty	Knight, Jeanne	Child Safety Officer, Child and Family, Region – South East Queensland, Service Delivery, Kingston (PO2)
383088/21	Business Officer, Child and Family, Region – North Queensland, Service Delivery – Child and Family, Aitkenvale (AO5)	Date of duty	Nott, Susan	Administration Officer, Child and Family, Region – North Queensland, Service Delivery – Child and Family, Townsville (AO3)
383498/21	Senior Contract Officer, Investment and Partnerships, Region – North Queensland, Service Delivery – Child and Family, Townsville (AO6)	Date of duty	Davern, Tanya	Contract Officer, Investment and Partnerships, Region – North Queensland, Service Delivery – Child and Family, Townsville (AO5)

Recommendation: Take a few minutes each month to download the Government Gazette, specifically to scan new appointments within Government. Make note of possible appointments that might be relevant to Tiddalik and set an intro call.

Gazette landing page:

https://www.publications.qld.gov.au/dataset/gazettes-november-2021/resource/80a07895-9790-44d3-9ada-c94a48f12e0d

State Government Recommendation 7: Queensland Government Workshops

Queensland Government delivers two workshops which you should consider attending.

The first is a workshop called 'Why choose your business', and it covers two main topics, being:

- Best practice tips for tendering for Government
- Capability Statements

The workshop is only three hours long, so it's certainly not the most comprehensive event. However, you will gain more insight into the tender process as well as understanding criteria, government 'language', and common mistakes made by businesses responding to government tenders.

The second workshop is titled 'Contract Delivery Workshop'. This 3-hour workshop should be considered once you've secured your first Government contract or business. This course is all about keeping and securing new contracts within Queensland government. Again, only so much can be covered in three hours, however you will take away some good insights to help you fulfil an existing government contract.

Both courses are $50 each.

Recommendation: Consider attending the State Government's workshops around tendering best practice and contract delivery:

https://www.eventbrite.com.au/o/seq-north-regional-office-department-of-state-development-13696037824

Local Government: Queensland Councils

While Local Governments don't have the budgets that Federal and State Government draws on, there are over 70 Queensland councils which procure an extremely diverse range of goods and services.

Warning! Be aware that most Queensland councils have a 'buy local first' policy. So, if you're targeting a council outside of your own local council, you need to be aware that if council needed Tiddalik's services, they would try to procure locally first. If the service isn't available locally, or the quality is questionable, they can then easily engage with Tiddalik.

This site lists every local council, addresses, website, CEO's and Mayors names, phone numbers and 'general enquiry' email addresses:

https://www.statedevelopment.qld.gov.au/local-government/for-the-community/local-government-directory/search-the-local-government-directory

Example: Gold Coast City Council

Gold Coast City Council

Contact Details

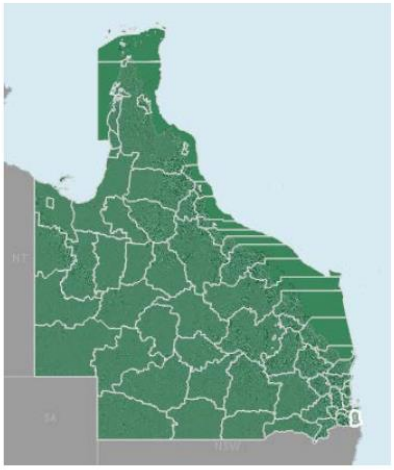
Phone: 07 5582 8211
Fax: 07 5596 3653
Website: https://www.goldcoast.qld.gov.au
Email: gcccmail@goldcoast.qld.gov.au

Physical Address

PO Box 5042 Gold Coast MC QLD 9729

Postal Address

135 Bundall Road BUNDALL Queensland 4217



Mayor:

Tom Tate

CEO:

Tim Baker

Councillors

Mark Hammel, Brooke Patterson, Ryan Bayldon-Lumsden, Darren Taylor, Robert (Bob) La Castra, Cameron Caldwell, Gail O'Neill, Daphne McDonald, Donna Gates, Glenn Tozer, Pauline Young, Herman Vorster, Peter Young, William Owen-Jones

Local Government Recommendation 1: Surrounding Councils

Begin the GEP process with Tiddalik's surrounding regional councils, including:

- Brisbane City Council
- City of Gold Coast
- Moreton Bay Council
- Scenic Rim Regional Council
- Logan City Council

Tiddalik has already delivered some successful projects within State government – an example of this is the NSWS Audit Office project, as well as the PEMS work. These are both programs which every Council throughout Queensland (and Australia) should be aware of and can all benefit from.

Consider a short case study or video testimonial of the Audit Office and/or PEMS projects, and have it embedded as a touch point.

Local Government Recommendation 2: Local Buy (Vendor Panel)

Local Buy is a leader in the provision of procurement and probity services to the whole of government.

Local Buy's strict prequalified supplier process effectively means that government can access a range of goods and services through a quotation rather than a tender process.

Government bodies which procure through Local Buy:

- Queensland local government
- Queensland state government
- Local government owned corporations
- Local government in other states
- Statutory bodies
- Universities
- Federal government
- Not-for-profit organisations

Note: It's predominantly local government (Councils) that purchase via Local Buy's pre-qualified vendor panels.

If Tiddalik decides to consider Local Buy as a vehicle to help move into local government revenue streams, panel LB 308 ICT Solutions, products and services and new technologies has been identified as the most relevant panel. This panel opens again in August 2023.

Recommendation: contact Local Buy and request documentation for Panel LB308. Consider making a submission to be part of this panel arrangement. Local Buy: https://www.localbuy.net.au/

Local Buy contact details:

Audrey Dobell – Customer Success Manager – NQ

E: adobell@localbuy.net.au

M: 0476 819 963

Liz Macfarlan – Customer Success Manager – SQ

E: emacfarlan@localbuy.net.au

M: 0455 066 829

Local Government Recommendation 4: Tiddalik's Local Council

Tiddalik Services resides in the City of Gold Coast. Many Queensland Councils also list their business opportunities on their own council websites.

Recommendation: Bookmark your local council tender page and take a look through once every month – opportunities can sometimes be exclusively advertised on the council's own tender pages. If the council allows you to register to receive automatic updates, action this.

City of Gold Coast: https://www.goldcoast.qld.gov.au/Doing-business/Supplying-to-Council

All Levels of Government Recommendation: Collaborative/Cooperative bids

Cooperative bids, also known as joint bids or consortium bids, can offer several benefits for SME businesses within Queensland State Government tender bids, as well as Local and Federal government entities.

Essentially, cooperative bids are when a group of smaller businesses come together and put forward a complete solution via a government submission.

Cooperative bids offer SMEs several advantages, including:

- Increased Capacity: SMEs often have limited resources and expertise, which can make it challenging to compete for larger government tenders. Cooperative bids can bring together multiple SMEs with complementary skills, knowledge, and resources, allowing them to pool their resources and increase their capacity to deliver the required outcomes.
- Shared Risk: When multiple SMEs come together in a cooperative bid, they can share the risks associated with the project, including financial risks and performance risks. This can help to mitigate individual risk and ensure the project's success.

- Access to New Markets: Cooperative bids can help SMEs to access new markets that may have been previously out of reach due to capacity limitations. This can help to broaden the SMEs' customer base and increase their revenue streams.
- Increased Credibility: By forming a consortium or cooperative bid, SMEs can increase their credibility and legitimacy in the eyes of the Queensland State Government. This can help to demonstrate their ability to deliver high-quality services and increase their chances of winning future tenders.

Overall, cooperative bids can offer SMEs in Queensland State Government tender bids a range of benefits, including increased capacity, shared risk, access to new markets, and increased credibility.

Recommendation: Once registered for the federal, state, and local government tender notification sites, consider opportunities where Tiddalik can partner with other businesses which compliment but don't compete with Tiddalik.

Recommendation: Consider contacting businesses which are already pre-approved on government panels. Consider approaching these businesses to see if they are interested or open to working with Tiddalik on a cooperative bid when larger pieces of work are required by government.

All levels of Government recommendation

Recommendation: Subscribe to government tender sites

Its strongly recommended that Tiddalik subscribes to some of the government tender notification sites. Register your details, select the categories that you'd like to be notified, then you'll be sent emails when opportunities arise that match your profile. The emails look like this (though yours would be more specific to your industry):

Request No. (Status) & Type	Request Summary	Dates
RP109330 (Current) Invitation to Offer	Automatic Doors - Service Maintenance [MULTI] Tender Issued by Queensland Health UNSPSC: Building support services - (100%)	closing 12 Oct, 2022 2:00 PM
000131 (Current) Invitation to Offer	000131 - Daintree Rainforest Observatory, Cape Tribulation - Off Grid Power Upgrade Tender Issued by James Cook University UNSPSC: Power Generation and Distribution Machinery and Accessories - (100%)	closing 5 Oct, 2022 2:00 PM
23DTIS003 (Current) Invitation to Offer	Townsville Sports Precinct Grounds Services Tender Issued by Department of Tourism, Innovation and Sport UNSPSC: Mowing services - (100%)	closing 11 Oct, 2022 2:00 PM
RP99962 (Current) Invitation to Offer	Uninterruptible Power Systems (UPS) Service Maintenance Panel Tender Issued by Queensland Health UNSPSC: Uninterruptible power supplies - (20%) UNSPSC 2: Engineering testing services - (80%)	closing 14 Oct, 2022 10:00 AM

If a tender is released that you believe could be suitable for Tiddalik, then you can simply download the tender documents and review them. If the opportunity sits in your area of expertise, then you'll need to decide if you can allocate the time to put together a response submission.

Government tender notification sites:

- Federal Government: https://www.tenders.gov.au/
- QLD State Government: https://qtenders.epw.qld.gov.au/qtenders/
- Local Government (Councils): https://www.localbuy.net.au/homepage/50/queensland-local-government

Finding decision Makers and Influencers: The value of LinkedIn

As explained in more detail in Section 5, everything begins with an introductory phone call (intro call). If you have the name of a person who might be a potential decision maker or influencer, then use it. LinkedIn is one valuable source for gathering names of potential decision makers to contact.

Tiddalik will need to locate the positions and people who might require Tiddalik's services when they're close to or in the 3% zone. It's OK if you contact a government official and discover they aren't the right person you need! However, Tiddalik must follow this up by asking who the best person might be to talk with – this will often lead you to the correct departments and the relevant people within them.

LinkedIn Recommendation 1: LinkedIn is a valuable ally for GEPs

Recommendation: Consider taking an online course on how best to use LinkedIn for searches (especially Boolean searches), connecting, and building Tiddalik's brand. Most people are self-taught on LinkedIn, and as such are only using 10% of LinkedIn's capabilities. Consider taking a course with a subject matter expert who will fast-track your LinkedIn knowledge and help you to apply it in meaningful ways.

LinkedIn Recommendation 2: Boolean Searches – Use Them!

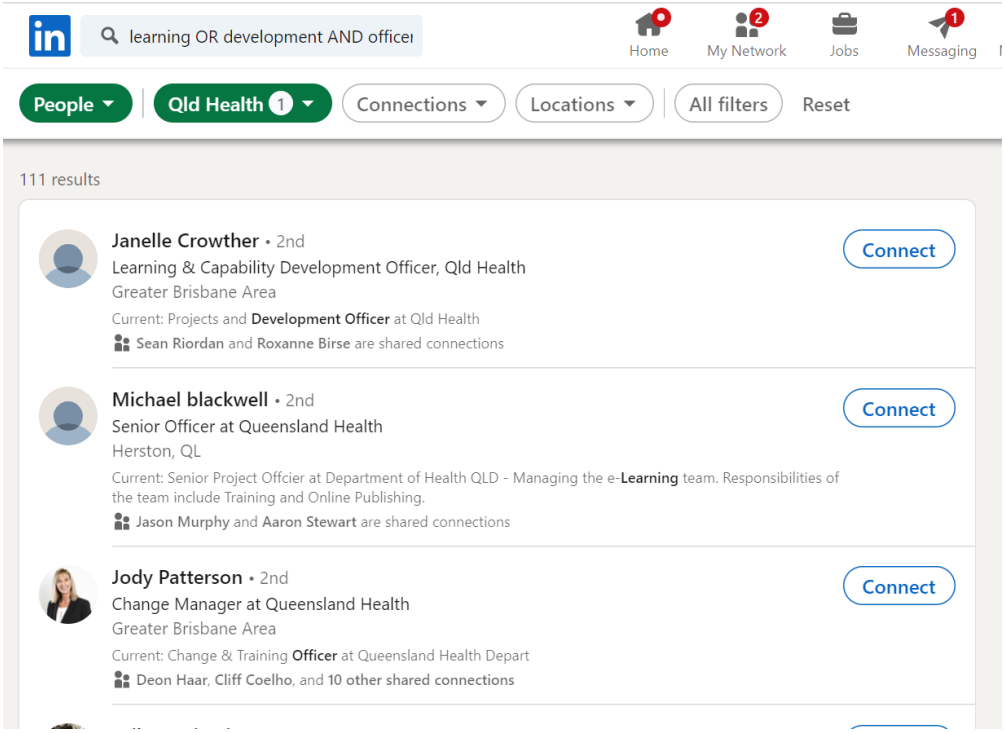
What is a Boolean search?

Boolean searches are simply an advanced way to search on LinkedIn to improve your results. They help organise your key words and ensure better results. Its recommended Tiddalik uses Boolean searches to help identify decision makers and influencers who might be receptive to Tiddalik's intro call.

Example LinkedIn Boolean search: 'learning OR development AND officer' (then refined to search within Qld Health only):

Note: You can replace the Boolean title search with any other positions that could be possible decision makers or influencers. For example: Learning Development Managers; Digital Transformation; People and Culture Managers, etc.

This produced 111 possible prospects:



Here is a defined list of possible Qld Health decision makers or influencers who Tiddalik can contact using the intro call. Once permission is given, Tiddalik can then engage using the GEP workflow and touch points.

LinkedIn Recommendation 3: Sales Navigator

Spend some time making a list of the following:

- Any government department or agency that Tiddalik would like to target
- Any big business that you would like to target
- Every position, or job title, that would be potential decision makers or influencers

To get the most value out of LinkedIn and Boolean searches, consider setting up a Sales Navigator account. Why? Because Sales Navigator allows you to search through all contacts and not just first and 2nd level (hence much larger searches). Note, Sales Navigator costs around $150 per month!

However, anyone can set up a free 30-day trial. So, once you have the departments and positions you'd like to target, go ahead and set-up Sales Navigator, run the searches, and save the results (not in your LinkedIn account).

IMPORTANT: Don't forget to deactivate Sales Navigator before it starts charging you (unless you want to keep it).

Section 4: Government Engagement Plan – Overview

The key to securing both big business and government contracts is not to *sell* to them.

Decision makers and influencers are contacted (i.e., harassed) by salespeople daily. Typically, a decision maker (Business Development Manager) sends an email to a government prospect, and the messaging is all about securing a meeting, promoting their business, offering a 'special discount', etc. – all with the goal of finding an opportunity and pushing them towards a sale. This is one form of hard selling.

Another approach is for a decision maker to cold call into a prospect and pitch the same – asking for a meeting, offering a discount, etc. This is another form of hard selling.

These approaches have limited impact in today's business climate – there's just too many salespeople making far too much noise, and all trying to do the same thing: find an opportunity and push the sale through as quickly as possible – they have to meet their targets somehow, right?

Wrong. The traditional way of selling to government and big business is no longer effective nor relevant today. The traditional way of selling to government is dead.

Government officials today are instead looking for partners and suppliers who they can trust. Trust is crucial to securing new Government customers. Trust is the key to retaining existing customers. Trust is the essential foundation for a GEP to succeed. Build trust with Government contacts, and opportunities will follow.

Building trust takes time and patience, however the end results are worth it.

Incumbents

Further, there are many government decision makers who have already partnered with other businesses which offer similar services as Tiddalik – these companies are the 'incumbent' (and Tiddalik's direct competitors). However, at some point in time these incumbents will let their government clients down. They'll miss a deadline. They'll deliver a poor-quality project. They'll be unable to deliver on a project.

When this occurs (and it will), Tiddalik must be positioned to be offered the opportunity. Tiddalik must be the company that the government decision maker calls on when their primary supplier hasn't been able to capably service them. Tiddalik must be trusted as the best company to complete the work.

Once executed, this GEP positions Tiddalik so that when the incumbent fails, government decision makers seek out Tiddalik to engage with. Once Tiddalik completes the resulting opportunity to a remarkable level, Tiddalik is in a very strong position to re-engage for future work and secure the customer long-term, thus establishing Tiddalik as the incumbent.

The 3% Rule

What most SMBs fail to understand is that government decision makers and influencers only require their product or service 3% of the time – big business understands this rule implicitly. Therefore, it's counter-productive to be contacting prospects and pitching a hard sale when it's likely that the prospect has no current need for their services.

SMBs pitching hard to decision makers who have no business need for their services are often seen by decision makers as 'just trying to get the sale'.

No opportunities will be realised because the decision maker isn't in, or close, to the 3% zone.

No relationship will begin to form as the SMB is perceived as a 'hard' seller.

No trust can begin to grow as the decision maker is likely to react indifferently to sales pitches with no purpose.

The Sales Shift

Because decision makers and influencers only require a product or service 3% of the time, this leaves a 97% window which most SMBs ignore (to their detriment). This GEP outlines a strategy to target this 97% window and use it to build trust and reinforce Tiddalik as a reputable and dependable partner, *before* decision makers enter the 3% buying zone.

The constant theme that must be addressed throughout the implementation of this GEP, is that all marketing and sales communications must be designed to build trust with decision makers and influencers. They must not be sales-focused i.e.: 'Buy now and save! We're the biggest and the best – just ask us!'

Trust first. Trust second. Trust throughout the entire GEP journey.

Note: There will be times when Tiddalik can employ more targeted communications which do possess a subtle sales focus or message. However, for sales messaging to have the most impact, trust in the Tiddalik brand must first be established.

Section 5: The Trust Journey

This GEP is designed to subtly build trust with potential prospects over time – how long will vary from decision maker to decision maker, as well as their requirements and how often they're needed. Each stage, or touch point, must add value to the prospect, with no scent of a sales pitch present.

This stage of the GEP is broken up into anywhere between 6 to 8 unique touch points. Most of these touch points will be delivered digitally (predominantly by email and automated if possible). However, three phone-based touch point are recommended:

1. Intro call.
2. Follow-up call.
3. Request-for-meeting call.

These trust touch points are outlined as follows:

- Touch Point 1: Phone - Introduction call, followed by intro email.
- Touch Point 2: Phone - Follow-up call (optional but highly recommended).
- Touch Point 3: Digital Comms (1).
- Touch Point 4: Digital Comms (2).
- Touch Point 5: Digital Comms (3).
- Touch Point 6: Phone – meeting request (if prospect is qualified).
- Touch Point 7: Digital Comms (4).
- Touch Point 8: Digital Comms (5).
- Touch Point 9+: Comms from here can be a mix of digital comms (subtle sales-focus), account management calls, or face-to-face meetings as required.

Are touch points necessary?

Yes. Touch points will:

- Raise Tiddalik's brand awareness within government circles.
- Promote relevant content.
- Establish Tiddalik as a thought leader in its sector.
- Form the building blocks of trust.

The entire touch point workflow sets Tiddalik apart from its competitors who are simply trying to push a sale and uncover an immediate opportunity – which 97% of the time won't be forthcoming.

Touch point: Examples and Recommendations

Note: Touch points 3, 4, 5, 7 & 8 will need to be created by Tiddalik or a digital marketing agency.

These touch point marketing assets will form the backbone of the GEP. Touch points should provide value to the decision maker receiving them. They must also be clear, concise, and to the point.

The language used should have a conversational tone – we are trying to make a connection and using overly formal language doesn't resonate as much as a conversational tone.

Above all, touch points must not incorporate any 'sales' messaging or content.

Occasionally you will come across a decision maker who is in the 3% zone, however they didn't inform you on the initial introductory call. Some decision makers will know they are getting close to the 3% zone. And some might be intrigued enough from your first two touch points that a 30-minute meeting with Tiddalik is appealing. It's these prospects which the 'book a meeting' button adds immediate value. For these situations, make it simple for the decision maker (and yourself) to book a meeting with you.

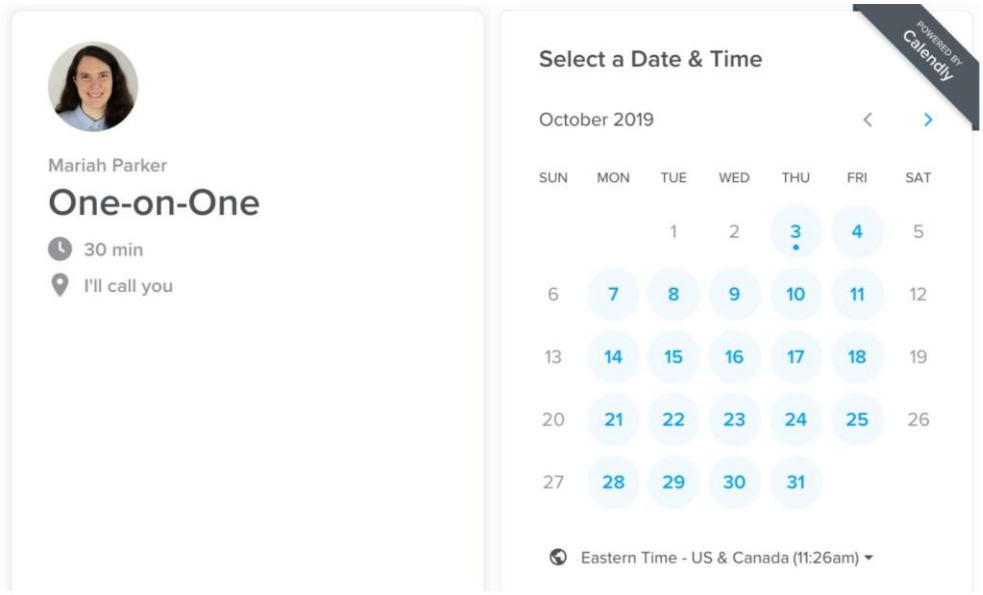
Recommendation: 'Book a Meeting' Button

Towards the bottom of each digital touch point (email, newsletter etc), include a 'Book a Meeting Now' button. Or perhaps: 'Book a Discovery Call with Tiddalik's 'eLearning specialist'. You will need to decide what's suitable should Tiddalik decide to include this.

Once the decision maker clicks on this contact button, it should redirect to a populated calendar with 30-minute timeslots. They can easily select the day and time that suits them, input details, then click submit. Email notification is sent to the decision maker, as well as whomever Tiddalik nominates. This booking system will ideally be integrated with Tiddalik's mail client, ensuring all calendars are updated automatically.

Recommendation: Booking Software

Example software to automate this booking functionality: Calendly; HubSpot:



Touch Point 1: Introduction (intro) Call

At first glance, the intro call looks to be relatively simple - and for the most part it is. However, the intro call is important to the success of most GEPs. If the intro call is not executed consistently, then the trust journey and opportunities stagnate due to the lack of prospects being added throughout the GEP journey.

The intro call is designed to elicit one response from the decision maker: **have them agree to receive future communications from Tiddalik.**

Decision makers are expecting to be 'sold' on this intro call. Why? Because that's what every other business attempt to do. It's at the intro call that we begin to separate Tiddalik from other businesses – businesses who are calling the same decision makers with one thing in mind: to pitch their business and uncover an opportunity.

Tiddalik's intro call must be brief and to the point.

It should be no more than 2 to 3 minutes in length. The only time it might be longer is when a decision maker is in the 3% zone at the time they receive the intro call. These decision makers may want to explore how Tiddalik can help them immediately. When this happens (and from time to time it will), absolutely pursue the opportunity, though be very conscious not to push the sale.

It's important to note that we're only trying to have the decision maker agree for us to contact them with value-adding comms – events that might help them; case studies relevant to them; success stories; information webinars, etc.

By way of example, a tested intro call script has been included in Section 9 of this document. However, the script will need to be tweaked to align with Tiddalik's services and brand.

Touch Point 2: Follow-up Call

When? 1 week from the intro call.

This touch point is optional, but we highly recommend it is included as part of the GEP strategy.

At this stage, the decision maker has received an intro call from Tiddalik, agreed to accept future comms, and received an email with Tiddalik contact details, perhaps with an attached Capability Statement summarising the problems that Tiddalik solves.

The follow-up call is outwardly designed to simply confirm that the decision maker has indeed received the intro email from Tiddalik – we all know that sometimes the email will be redirected to the decision maker's junk folder.

However, the follow-up call is much more than this. **Its primary purpose is to reinforce that Tiddalik are not the type of company which aggressively pushes for sales or opportunities.**

This call is very brief - we simply want to confirm that the decision maker received the email and information, then end the call in a pleasant and professional way. At this stage, the decision maker is still waiting to be 'sold'. To reinforce, we want to position Tiddalik as the opposite. Once the decision maker realises this, incremental trust begins to build.

Note: decision makers might be reluctant to accept this call from reception because they're still waiting for a pitch (unless you have their direct number). So, if you're quarantined by stubborn reception gatekeepers, simply leave a polite message to let the decision maker know you called, and that you'll send them a quick email – this saves you going back and forth or leaving a multitude of messages.

By way of example, a basic follow-up call script has been included in Section 9 of this GEP.

Recommendation: Call scripts

Customise provided call scrips to reflect Tiddalik brand and positioning. Roleplay each script until each reflects a conversation, and not a script.

Recommendation: Capability Statement

Recommendation: Expand Tiddalik's current Capability Statement. Importantly, include any awards and testimonials in the first two pages of the document. Tiddalik could include this in the email sent following the intro call.

Government (and big business) decision makers will often look for a company's capability statement when choosing new suppliers.

What is a Capability Statement? A capability statement **outlines what you can offer potential clients and provides the essential details to help them decide whether to do business with you**. It can also be used to open doors to new suppliers or incorporated into tender documents.

Recommendation: Capability Statement: have a professional Capability Statement created (or expand your existing CS) – this will be reviewed by most decision makers who are considering Tiddalik as a supplier in the future. Next Digital specialise in Capability Statements for small to medium Queensland businesses – contact your Gov Ready Account Manager who will arrange an introduction meet with the Next Digital specialists.

Click here to view some 'before & after' examples of Next Digital's Capability Statement work: https://hello.next-digital.com.au/capability-statements/

A quality Capability Statement should include the majority of the following:

- Cover page, including ABN, ACN and full contact details
- Business overview/introduction
- About Us – Mission, vision, values
- Differentiators or your USP
- Service you provide

- Core competencies
- Track Record – outline your experience
- Your major client list
- Meet the team – it's important to profile key team members
- Equipment you use
- Area of operation
- WHS information
- Environmental management policy
- Quality assurance – only if ISO 9000/9001 certified
- Insurance details
- Professional associations
- Awards and recognition
- Community involvement - CSR
- Client testimonials
- Customer service philosophy
- Call to Action – how do you want readers to contact you? Phone, email, website?

Touch Point 3: Digital Comms (1st)

When? 3 weeks post follow-up call/email has been sent.

Note: The content for these digital touch point needs to be finalised by Tiddalik, possibly in conjunction with a digital marketing agency. Content will differ from business to business, though should always be focused around adding value, and never selling. Once finalised, all touch points become assets for Tiddalik, and will be re-used as each new decision maker enters Tiddalik ecosystem.

Now we begin our digital comms journey.

Touch point 3 needs to provide real value to the prospect decision maker – put simply, it needs to sing! It should draw the reader in. It might also include a call-to-action. For example, it could include a button or a hyperlink directing the decision maker to a website or landing page of Tiddalik's choosing.

We're aiming to build trust via this communication, so value to the decision maker is important. If the decision maker likes what they see in these initial digital comms, they'll be:

- More inclined to open and read future digital comms from Tiddalik.
- More likely to forward this touch point onto others that they believe might find value in it.
- More likely to accept future calls from Tiddalik.
- More aware and receptive to the Tiddalik brand.

Never forget, this is a trust journey. The objective is to continually increase trust levels so that when the potential government client reaches the desired 3% zone, Tiddalik is first-in-mind to be contacted.

Over time this will result in:

- A simpler and less confrontational sales cycle.
- Increased incoming enquiries.
- Drawing government clients away from their existing providers who lead with constant aggressive sales tactics.

Recommendation: Touch Point 3

Tiddalik could consider a short video testimonial or case study around one of the projects that its already completed for a government entity.

Touch Points 4 & 5 (Digital Comms 2 and 3)

When?

- Digital Comms 2: 6 weeks post Digital Comms 1
- Digital Comms 3: 4 to 6 weeks after Digital Comms 2

Touch points 4 and 5 are important to maintain client engagement and building trust with these prospects.

Recommendation: Newsletter

Consider creating a newsletter and using it as the content for Digital Comms 2 or 3.

It's always a good idea to keep subscribers well informed about your company, and email newsletters are a perfect way to fill them in about recent milestones, awards, and good press.

Possible content for Tiddalik newsletter:

- Positive articles about Tiddalik.
- Business changes that impact customers.
- A Tiddalik anniversary or milestone.
- Recent award nominations or wins.
- A list of open positions for hire.
- Monthly business recap.
- A behind-the-scenes look at Tiddalik.
- A message from the Founders, Greg and Rob (great for building people connections).
- Insight into Tiddalik's history.
- Important dates to keep in mind.
- Product Updates.

Newsletters are a great way to provide product updates, new technology and new innovations – however the key is to mix up the formats. Text is a must, but also consider mixing it up with videos, pictures, and images. Following are some ideas Tiddalik might consider:

- New use cases and case studies.
- A 'how to' video.
- Little known uses for Tiddalik services.
- Updates about new Tiddalik workshops.
- An exclusive tip of the month.
- A new best practice or tip.
- New partnerships or vendors for Tiddalik's services.

Promote the 'Human Side' of Tiddalik

Building personal relationships with your existing clients and new prospects helps develop brand loyalty and builds trust. People are also more likely to trust businesses if they know real, live people work there. Consider these for inclusions in a newsletter:

- A team spotlight with pictures and bios.
- An interview with one of Tiddalik's team.
- New hire bios.
- Photos that Tiddalik customers have shared.
- A blog post from someone on team.
- Positive feedback from customers.
- A "Thank You" to customers who attended an event.
- How Tiddalik gives back to the wider community.

Touch Point 6: Phone: Meeting Request

Note: This is if the prospect is qualified through previous touch points.

When? 4 to 6 weeks after Touch Point 5

At this stage prospects have received five touch points from Tiddalik, beginning with the initial intro call and email follow-up, and we're roughly four months into the trust-building journey. To date, no clients have been pitched or sold to, however, they are now more likely to engage and receive calls from Tiddalik.

It's here where you must consider which potential customers might benefit from a face-to-face meeting. There is no better way to build trust more effectively than a face-to-face meeting.

Recommendation: Phone Call

Time to pick up the phone and ask for a face-to-face meeting. If your CRM allows you to analyse which contacts have opened or consumed some of your digital touch points, this is a great place to begin.

IMPORTANT: When making this call, you must also be armed with a meaningful touch point for the decision maker. The approach on this call is to first offer a touch point which delivers value. For this call we recommend the touch point be an invitation to a topical webinar; a relevant case study or whitepaper to email out; inform them of a current newsworthy article within their sector (follow up the call and email them the story).

Recommendation: Touch Point Content for 'The Meeting' Phone Call

Take some time to create content for this touch point – like all touch points, it's an asset that will be re-used many times.

Once Tiddalik leads with the content touch point, you will then immediately follow this up with a request to meet. A sample script is provided in Section 9 of this report.

Recommendation: CRM

It's understood Tiddalik has no CRM in place.

Customer Relationship Management (CRM) software can help you to track, manage and prioritise leads with businesses improving conversion rates by more than 300%. It helps maximise the lifetime value of your customer and increases your repeat business. A CRM helps to unify the communication with the customer and share the right information across Tiddalik so that the customer has a seamless experience with your business: 86% of customers will pay more for a better customer experience. A CRM helps you to track, manage and optimise the metrics that drive your business forward.

A CRM should fit your business needs and should be carefully chosen to ensure that it suits your business now and allows you to scale into the future.

With the right CRM software, Tiddalik can use its inbuilt data to drill-down and identify which contacts have been engaging with your content – how many clicks; how much time spent on your site and which pages; what content they've downloaded; which links they've clicked on your newsletters. If you know which contacts have been engaging and how, you can use this data as a tool to help improve the chances of a contact agreeing to a meeting.

Note: Not all CRMs are created equal!

Selecting the right CRM is obviously important. CRM salespeople will all try to do one thing – explain how great their CRM is and try to get you to buy - they're not interested in understanding which CRM is the best fit for your business.

Recommendation: Contact Avon Collis and his team at Relevate. Relevate are the experts in the CRM space, but most importantly they're not aligned to any specific CRM – they're 'CRM neutral'. Relevate takes the time to understand what their clients want, and what functionality is required from a CRM.

Recommendation: have each digital touch point loaded into your CRM (should you decide to use one). Whenever a new decision maker agrees to receive comms from Tiddalik, the touch point workflow ensures these are sent out without human interaction.

Initial Meeting with Decision Maker or Influencer

It's strongly recommended that no 'hard' sale is pitched at this initial meeting. This meeting should be used to build on the trust already established. The objective is to have the decision maker walk away from the meeting wanting to do business with Tiddalik, and not feeling like it was just another sales pitch. Remember, it's still unlikely that the decision maker will be in the 3% zone at the meet. We want to use the meeting to ensure that when they hit the zone, they will contact Tiddalik.

Touch Points 7 & 8 (Digital Comms 4 & 5)

Digital Comms 4 – When? 4 weeks after the face-to-face meeting

Digital Comms 5 – When? 6 weeks after Digital Comms 4

Touch points 7 & 8 are both digital comms. Tiddalik will need to determine what these communications look and feel like.

Note: As per previous touch points, these mustn't come across in any way as a sell. While trust is building, we're looking to reinforce it via these two digital comms.

Touch Points 9+

These can be a mix of digital comms (subtle sales-focus), account management calls, or face-to-face meetings as required.

At this stage we're moving into more of an account management position – whether the decision makers are buying customers or otherwise. We're looking to reinforce Tiddalik's capabilities, and every month or two simply remind the decision makers that Tiddalik is ready and capable as soon as they are close to, or in the 3% zone.

We want Tiddalik positioned to deliver as soon as the government decision maker has a need or has a problem which Tiddalik can solve. Further, we want Tiddalik positioned so that when an incumbent fails to deliver for their decision maker, then without question the decision maker engages Tiddalik.

When these types of opportunities arise, its critical for Tiddalik to deliver on time and on budget – if a good impression is made here, then it gives the decision makers no reason to return to their old supplier. Tiddalik then becomes the incumbent, and in a much stronger position.

Subtle Selling

At this stage it is recommended to include occasional comms with a sales focus – don't overdo it, though. We've taken time and care to build as much trust as possible with these decision makers, and obvious sales pitches could undo much of the hard work.

Recommendation: Sales Messaging

Consider sales messaging that resonates with you. Look for real-life examples that have caught your attention and replicate these for Tiddalik. They've managed to get your attention for a reason, so why not change the content to reflect Tiddalik and use these as contact touch points.

This link will take you to a HubSpot Page with some very good examples of quality content marketing – some also have a sales focus which you might like to consider repurposing.

Section 6: Touch Point Rules and Absolutes

1. Get to the point

When you get to the point quickly, your messaging becomes instantly clearer. Clarity makes your content easier to consume, easier to retain, and more enjoyable to read, which makes your readers happy.

2. Use a Personal Tone

Decision makers have become experts at ignoring messages that aren't meant specifically for them. Adopting a personal tone can make all the difference in improving customer relationships. At a minimum, address people by their name. Replacing company logos with photographs of real individuals also helps make a personal connection.

3. Make it Relevant

One of the basic tenets of communication is that the more you try to appeal to everybody, the more you end up connecting with nobody.

To land effectively and build brand loyalty, your message should be specific and appropriate to the customer. Always remember we're trying to add value to the client, which will continue building trust in Tiddalik.

4. Try to include a 'Call to Action' Where Appropriate

A good 'call to action' should be persuasive and compelling. It should also be more descriptive than "click here." Use command verbs to make it clear what clicking a link or button will lead to:

- Read more on the blog (sitting on Tiddalik website).
- Download case study.
- Links to testimonials.
- Links to 3rd party independent knowledge source (e.g., government industry sites).

Section 7: General Tiddalik Recommendations

This section contains several recommendations designed to help Tiddalik reinforce its brand to government buyers, build trust, retain existing clients, and secure new prospects - both from the government and private sector.

Testimonial Strategy

Keep it simple. Cherry-pick some existing customers and ask them to endorse Tiddalik with a short testimonial.

Testimonials don't need to be long – just a sentence or two saying positive things about Tiddalik, its products, customer service, etc. Testimonials build trust and can be the difference in securing new customers. Testimonials can also be used in several other ways:

- Have a testimonials section on your 'About Us' page.
- Showcase one of your best testimonials on the front page of your website.
- Include some testimonials in your proposals and marketing assets.
- Include one or two testimonials as part of the newsletter content, or a specific Touch Point.

Recommendation: Customer Feedback

Customer feedback is the information, insights, issues, and input shared by your customers about their experiences with Tiddalik and its services. This feedback guides improvement of the customer experience and can empower real change in any business - even (and especially) when it's negative.

Benefits of Customer feedback:

- Helps to show how you did, and how you can improve.
- Helps you measure customer satisfaction.
- Shows you value your customers opinions.
- Helps you create the best customer experience.
- Helps to improve customer retention.
- It is a reliable source of information for other decision makers.

Seek customer feedback wherever possible. As an example, at the conclusion of any completed project, send a simple template email to the decision maker and ask for their feedback (CRM can also automate this). This can be as simple as:

- How did we do?
- How can we improve?
- Were you happy with the results? Why, or why not?

Many government decision makers prefer their suppliers to contact them upon completion of a project, seeking feedback, both good and bad. This is another trust-building asset which should be actioned regularly.

Note: Seeking regular customer feedback from your private sector and/or consumer customers is just as essential as from your government decision makers.

Recommendation: Network where possible

Identify relevant Government networking events and have Rob and Greg attend.

Government hosts many networking events which the private sector is invited to attend. However, not all events are created equal! You will likely walk away from some wondering why you bothered to turn up in the first place. However, you will find some events and workshops which are invaluable and can open doors that were previously nailed shut.

Often the best way to find out about upcoming events hosted by Government is to subscribe to their newsletters. This allows you to quickly scan incoming newsletters and quickly identify some upcoming events which might be of potential value to Tiddalik.

Sample newsletters to consider subscribing to (not exhaustive):

- QLD Government Shared Services: https://www.forgov.qld.gov.au/queensland-shared-services/our-services-and-agreements/customer-communications/newsletters
- Advance Queensland: https://advance.qld.gov.au/newsletter
- Economic Development QLD: https://www.statedevelopment.qld.gov.au/economic-development-qld/about-edq/success-stories/newsletters
- AusIndustry (Federal): https://business.us14.list-manage.com/subscribe?u=679f06865b91e800d857aa72f&id=02c2ff4794
- Department of Small Business – Small Business Connect: https://www.business.qld.gov.au/starting-business/advice-support/support/small-business/connect
- Buy Queensland: https://www.vision6.com.au/em/forms/subscribe.php?db=521895&s=180226&a=6342&k=zZnC2ooMXj_nUYdN0jal08o3ujuaR4IEc_OOj7xhAqY

Recommendation: Corporate Social Responsibility (CSR): Give Back!

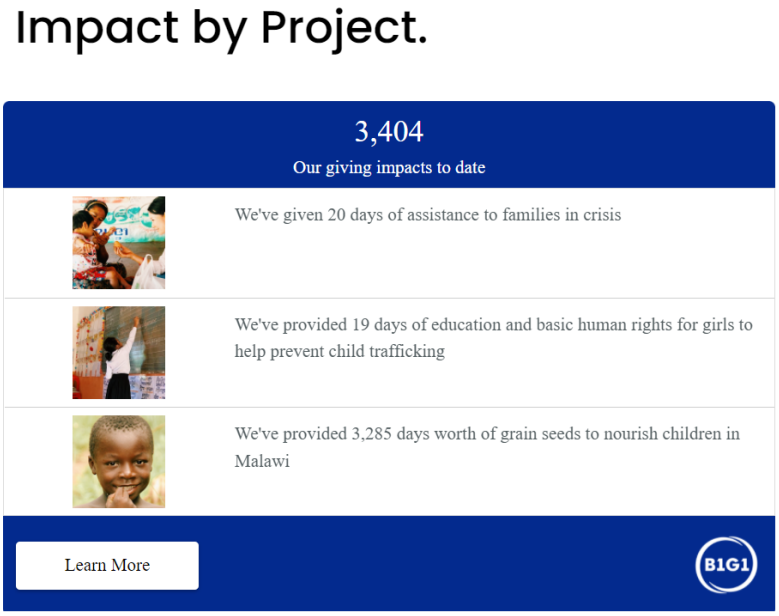
CSR is important in business because, outside of increasing profits, businesses are expected to operate in a socially responsible manner, minimising their impact on the environment, while increasing their positive impact on the wider community. This is especially true for the local communities they serve. Establishing a positive CSR and giving back to the wider community will also help Tiddalik reinforce its brand and build trust.

Further, government agencies are increasingly looking to support businesses which are genuinely giving back by supporting their local communities. In the situation where similar priced solutions have been submitted to government, with similar value-adds, organisations with a defined and meaningful CSR plan will be in a stronger position to secure the contract.

Consider a social responsibility strategy which aligns with the 16 Global Sustainable Development goals. B1G1 is a great way for smaller businesses to make a big difference, and helps businesses establish their CSR quickly, simply, and cost effectively.

URL for B1G1: https://b1g1.com/

Importantly, B1G1 makes it simple for SMBs to give back in meaningful ways which provide real impact. B1G1 also enables you to easily promote your giving impacts on your website, socials, and proposals. As an example:



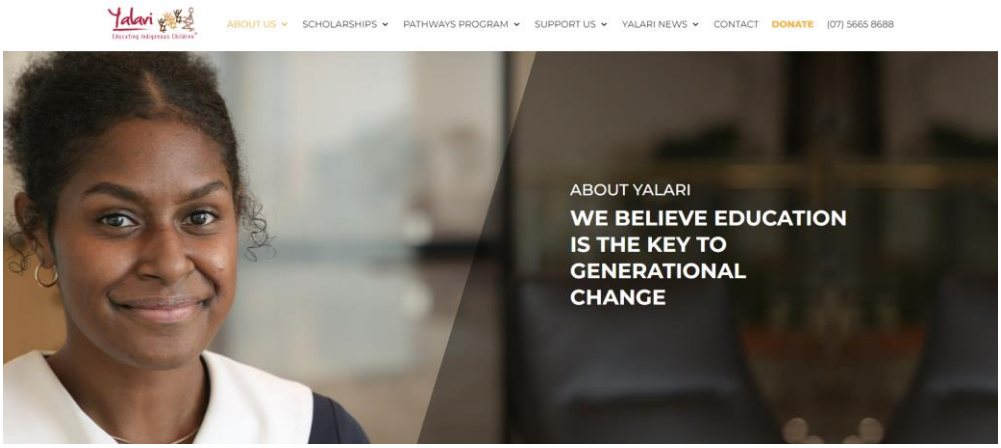
Recommendation: Indigenous Support

Governments are also looking to partner with businesses which are actively supporting Indigenous businesses.

Recommendation: Find one or two Indigenous businesses or programs which are actively supporting the Indigenous community in meaningful and real ways. Consider including them as part of your Corporate Social Responsibility (example: Yalari).

Consider Yalari or a similar organisation:

https://www.yalari.org/about-yalari/



IT TAKES A WHOLE COMMUNITY TO EDUCATE A CHILD

Yalari is a not-for-profit organisation that offers quality, secondary education scholarships at leading Australian boarding schools for Indigenous children from regional and remote communities.

ABOUT US

Since 2005, Yalari has been providing Indigenous children from regional and remote communities across Australia the opportunity to receive a full boarding school scholarship for their entire secondary education.

We believe education is the key to generational change and a brighter future for Indigenous Australians and for our nation. We are deeply committed to the ongoing success of our national program of scholarships, student support and post-school opportunities.

In 2023, we have over 240 students on Yalari scholarships nationally. We have an alumni group of over 440 studying at universities, working or undertaking further training.

HOW IT ALL BEGAN

Yalari was founded in 2005 by Indigenous educationalist Waverley Stanley, his wife Llew Mullins and a group of like-minded and generous people.

Waverley grew up in the town of Murgon, 300 kilometres north-west of Brisbane, and attended Murgon State School. It was at this school where his Grade 7 teacher, Mrs Rosemary Bishop, recognised Waverley's potential and felt he deserved a chance for a brighter future. Mrs Bishop was instrumental in Waverley gaining a scholarship to attend Toowoomba Grammar School for his high school education. It was this opportunity that started him on the Yalari journey.

Waverley acknowledges his future opportunities and successes were shaped by the education he received. In recognition of this opportunity and the desire for Indigenous generational change, Yalari was born and the Rosemary Bishop Indigenous Education Scholarship program established.

Waverley Stanley AM and Mrs Rosemary Bishop

Recommendation: Formal Tender Submissions

Government business is realised through many different streams. These include, but aren't limited to:

- RFQs (Request for Quote)
- SOA (Standard Offer Arrangements)
- RFI (Request for Information)
- Select Contracts
- BaU (Business as Usual)
- Grants

However, most SMBs believe that Government RFTs (Request for Tenders) are the primary method employed when Government goes to market for a solution to a problem. While this isn't the case, responding to RFTs are important to consider when looking to partner with Government.

Responding to tenders in a way that helps Tiddalik separate itself from its competitors is important. Further, 60% of formal tender responses don't conform and as a result aren't even assessed. If a government opportunity is released via an RFT, Tiddalik will first need to identify whether or not to allocate the time and resources to submit a response. You will need to consider the following:

- Can we fulfil the requirements?
- Do we have the right people and experience?
- Can we meet the mandatory requirements?
- Can we offer any value-adds which our competitors are unable to?
- Is the opportunity an identified strength of ours?
- Do we have the compliance requirements in place?

When Tiddalik finds a suitable RFT which it can confidently bid for, you'll then need to decide who will take on the heavy lifting of bringing your submission together. If you don't have the time or expertise in-house, then consider outsourcing the tender response to a company which specialises in writing winning tender submissions.

If Tiddalik requires a partner to take on the role of writing a tender response, consider talking to the team at Tendered. There's certainly plenty of businesses claiming to be the best at tender writing, however writing a tender response is only one piece of the puzzle – there are many other factors which make for successful tender submissions. Tendered are a fit-for-purpose tender writing business which take the time to develop a tender response strategy, and significantly increase your chances of RFT success. You can book a meeting with them here or call them on 1300 684 881.

Recommendation: Climate Smart

Climate change is increasingly being recognised as one of the biggest risks facing the world for generations to come.

Governments are increasingly looking to partner with businesses who are pro-actively making a difference and giving back to their communities, country, and our planet. Being Climate Smart is being Business Smart.

Businesses are well positioned to contribute to the decarbonisation of our global economy. Whilst all businesses should over time aspire to achieve a science-based Net Zero status, the reality is that this climate response is a real challenge for most SMBs due to lack of capacity. It's a long and complex process which requires significant investment in resources and time.

Carbon Easy®

Paying.Green® however makes it simple for SMBs to make a real difference by contributing in a meaningful way to combatting climate change. Their SMB solution, called Carbon Easy® recognises that you're part of a global community of small to medium enterprises wanting to do the right thing. It is a subscription-based approach focussed on maximising the investment in carbon offsetting through a credible and non-speculative not-for-profit structure. Your business gets formally recognised for its contribution and joins a network of members across the world, establishing your profile as a climate responsible business. Not only will this improve your customer lifetime value and strengthen your brand value, but it will also improve your ESG status which is fast becoming a prerequisite for vendor registration with many large corporations and governments.

In short, Carbon Easy® makes it simple for SMBs to make a real difference and fight the impacts of climate change. Importantly, they do it in a way which doesn't create onerous workloads for SMB owners and operators who are already wearing many different hats.

Recommendation: refer to https://www.paying.green/carbon-easy. Watch the Carbon Easy video and consider this as a way to provide evidence to government decision makers (and private sector) that you believe climate change must be addressed, and that Tiddalik is carbon neutral.

Recommendation: Mentoring for Growth (M4G)

One of Queensland Government's longest standing programs available for Queensland businesses is its Mentoring for Growth program (M4G). M4G gives Queensland businesses free access to business experts who offer insights and recommendations to Queensland business owners. M4G is managed by the Department of Employment, Small Business & Training, and is a very well-run program.

M4G gives Queensland SMBs access to two highly experienced business mentors from the private sector. These business mentors volunteer in the M4G program and give other Queensland businesses the opportunity to learn from them, at no cost to themselves.

Approved SMBs can gain free advice and expertise on any matters affecting their business, including:

- Cashflow
- Growth strategies
- Building partnerships to grow
- Marketing and sales
- Business development
- Finance
- HR

Recommendation: Apply for an M4G session with the Department of Small business.

Application URL as follows:

https://www.business.qld.gov.au/running-business/growing-business/business-mentoring/mentoring-growth

Recommendation: Case Studies

A written case study should always include at least one testimonial but ultimately, we view it as a standalone piece that can be many things, such as:

- A downloadable 1-page PDF
- A slide in a proposal
- A landing page for an advertising campaign or in-person event

Video is best!

Video testimonials are the most powerful form of 3rd party endorsement. If you decide to formalise some case studies, consider contacting the team at WK Digital. Marketing multiple industries for 13+ years, they have a gift for extracting the perfect endorsement from SMBs clients.

Any (recently completed or future) success stories, document a short 1-page case study. Include these on your website. These can also be useful to include when submitting future proposals. If you submit a proposal and you have an existing case study which is similar to the work you're bidding for, attach the relevant case study as evidence, or summarise it and include a link to the case study on your website.

Recommendation: Awards! Let's Win Some

Winning, or even just entering a prestigious award program can position Tiddalik's brand and business as an industry leader in the eyes of customers, prospects, and government stakeholders. Awards can give you an immediate competitive advantage over those businesses who failed to participate.

Awards will also build credibility for Tiddalik - winning a business award provides a credible third-party endorsement. Winning an award also opens doors to new business and new contacts. Lastly, staff morale and motivation often improve when a company wins a business award.

Government decision makers, like other consumers, are more likely to buy or partner with award-winning businesses – assuming price, quality, and value-adds are similar.

Recommendation: Enter Tiddalik into several recognised business awards.

Even if Tiddalik just makes it to the nomination stage, this is still a marketing asset and can be positioned on your website, marketing collateral, and proposals. Further, Tiddalik has a wonderful story to tell, and would be a great candidate to make it through to the finals. Recommended awards to consider submitting for:

- Telstra Business Excellence Awards
- The Australian Small Business Awards
- The Australian Business Awards
- Gold Coast Business Excellence Awards

A concise list of state and national business awards can be found here:

https://greendoorco.com.au/top-business-awards-can-enter-year

Some awards take serious amounts of time to apply for – this puts many business owners off. However, once you make your first submission, that submission becomes a company asset, and you can repurpose the content for other award submissions.

Section 8: Conclusion

This Government Engagement Plan has been designed to grow Tiddalik's government customer-base using a systematic and methodical process. This is not a 'quick win' strategy which guarantees immediate returns – no such methodology exists. Once Tiddalik implements this GEP and maintains consistent and meaningful touch points, trust is built and strengthened with new and existing clients.

Incremental trust continues to build over time. When the Government or big business stakeholder reaches the 3% zone and requires Tiddalik's services, Tiddalik has already positioned itself as a trusted advisor that they can proactively engage.

Tiddalik has already delivered some very successful projects for State government bodies, and these should be made known to every decision maker and influencer that Tiddalik engages with. Further, Tiddalik can reinforce its capability and credibility by ensuring its placed on one or more of the panel arrangements identified in this GEP

Tiddalik also has three major factors which government are looking for (and offering submission bonus points), being that Tiddalik is:

- A small business (less than 20 employee headcount)
- An indigenous-owned business
- Already servicing government departments and agencies

Additionally, building on the Tiddalik brand will further reinforce trust with the market. Testimonials, industry awards and a customer feedback process will enable Tiddalik to strengthen and grow its brand and help the business secure larger contracts and opportunities with bigger partners.

Highlighting a concise CSR policy will further reinforce this.

Tiddalik has a strong history, great leadership, and while only young, already has a fantastic story to tell. Implementing this GEP will enable Tiddalik to uncover new government opportunities, fulfil these opportunities, and ensure public and private customers remain loyal.

On behalf of Gov Ready, I'd like to thank Greg, Rob, and Tiddalik Services for the opportunity to present this GEP.

Thomas Pollock

Founder – Gov Ready

Section 9: Sample Scripts

Example Script: Touch Point 1 - Intro Call

NOTE: Should you wish to use this script, Tiddalik will need to make this script 'its own'. The technical language used is basic – you are the experts in your field, so you will need to take our understanding of Tiddalik, and make it sound more professional for target decision makers.

Once reception has transferred Tiddalik through to the decision maker:

Tiddalik: Hi John Doe, this is Bill from Tiddalik, how are you today?

Decision Maker: Not bad, what do you want?

Tiddalik: I was hoping you might have just a couple of minutes – I've been led to understand you're the person who might be involved when (insert decision makers department name) are looking to develop eLearning educational content **(anything underlined in these scripts must be customised to be relevant to Tiddalik and the decision maker you are speaking with).**

Is that correct? **(The goal here is to confirm the person we're speaking with is the decision maker. If the decision maker says they're not the right person, simply follow up with: 'My apologies, John. Would you be able to lead me in the direction of who might be the best person to have a quick chat with?").**

Decision Maker: Maybe…

Tiddalik: John, I'm calling from Tiddalik, and we exist to (insert the problems Tiddalik solves here). I hope you don't mind me asking, but if needed learning content or courses to be developed and made available via an eLearning platform, how would you normally handle this? **(Again, this wording will need to be massaged by Tiddalik. If the decision maker pauses or can't offer an immediate response, you could prompt them by saying: "would you partner with an external company to perform this type of work, or would you handle it internally?).**

Decision Maker: Offers brief response. **(It doesn't really matter what they say – they might be short with Tiddalik; they might say they already have a partner in this space; they might say they manage it internally; they might say any number of things! Regardless of their response, the key next step is to offer a brief listening statement – this is because we want them to understand that Tiddalik is not reading from a script from an overseas call centre – reinforcing its more of a 2-way conversation).**

Tiddalik – **LISTENING STATEMENT: Here Tiddalik must say something to the decision maker related to the decision maker's response to the previous question. If Tiddalik is struggling, then the simplest method is to repeat their answer back to them, though summarising only.**

Example listening statement: “So what you’re saying is you currently have some internal capability, but you also have some specialist external contractors who help out from time to time?”

Decision Maker: Yes

Tiddalik – Understood, thanks John. Tiddalik is a Queensland-based First Nations business, and our goal is to (insert primary Tiddalik purpose here/biggest problem that Tiddalik solves). From time to time, we send out communications around (insert Digital Touch Point topics here). **(Examples could be white papers around innovative eLearning models, project management best practice, etc).**

I was wondering if it’d be ok with you if occasionally we sent you some relevant comms around these as well? **(Wait for a response. The decision maker is often a bit surprised because they’re still waiting for the sales pitch, which won’t eventuate).**

Decision Maker: Ahhhh, sure.

Tiddalik: Great! Thanks John. If I could just grab a couple of details? **(Correct spelling of their name, position, email address, postal address, and best contact number).**

Tiddalik: Thanks for your time, John – I’ll also send you a quick email today so you have my contact details should you ever need them, and I’ll also attach a short PDF with a little more info about Tiddalik (attach Capability Statement to email). Thanks so much again for your time, John, and have a good morning/afternoon.

<END>

Recommendation: Email Follow Up

Action Point: Ideally, the follow-up email should be sent to the decision maker the same day the intro call was made, preferably within a few hours.

Have a template email follow-up created, so you can simply open the template email, insert the decision maker’s details, and send it. However, best practice is to have a CRM which enables you to quickly add the new decision makers details, then click the button on your CRM to enable the touch point workflow – beginning with the intro follow-up email.

Example Script: Touch Point 2 - Follow Up Call

(Assuming Reception has put you through to the decision maker)

Tiddalik: Hi John, it’s ……. from Tiddalik, how are you today?

Decision Maker: I’m well thanks.

Tiddalik: Good to hear. John, this is just a quick call to confirm you received the email I sent last week after we spoke.

Decision Maker: Ahhh, yes, but I haven't got to it yet.

Tiddalik: No worries at all – just wanted to make sure you received it because sometimes emails get caught up in filters and can go to junk folders. Anyway, I'll let you get back to your day. You have all my details if you need them. Have a good day, John.

Decision Maker: Thanks. You to.

Hang Up.

<END>

Example Script: Touch Point 5 – Request for Meeting

(Assuming Tiddalik has been put through to the decision maker)

Tiddalik: Hi John, it's …….. from Tiddalik, how're you going today?

Decision Maker: I'm well, thanks, John. What can I do for you?

Tiddalik – I won't keep you long. I was calling for two reasons. Firstly, we've just delivered a successful project for The Salvation Army which resulted in a $1.2 million saving to the business. The project was designed to… (insert summary of a successful project).

We've completed the project, and a short case study has been designed. I thought it might be of interest to you- it's only a 1-pager. Would it be OK if I emailed you this short case study?

Decision Maker: Sure, sounds interesting **(it doesn't matter what the decision maker says here: we still want to position the face-to-face meet).**

Tiddalik: Great, I'll send it over to you shortly. The second reason for the call was to see if you're available to meet for a coffee sometime over the next couple of weeks. I'd like to find out a bit more about your department and thought it might also be a good chance for us to meet face-to-face. Would you have a few minutes to catch up next week?

Decision Maker: Sure, next Friday at 10am looks good (if decision maker says no, they'll usually defer to being too busy. If so, ask permission to call them back in a few weeks to try and find a time to meet – then rinse and repeat this part of the call).

Tiddalik: That works for me as well. I'll send a calendar invite over shortly. Is there anywhere in particular you'd like to catch-up?

Decision Maker: Yes, there's a café nearby called Willow and Spoon.

Tiddalik: I'll include that in the invite and have it to you soon. Thanks for your time, John, and look forward to meeting you next week. Have a good afternoon.

Decision Maker: Thanks. You to.

<END>

Looking for more help?

The plan is just the beginning. Execution is critical.

Please let us know if you would like assistance to implement this Government Engagement Plan.

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