PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

INSIGHTS

bid prompts

PUBLIC SECTOR LEAD GENERATION

Find public sector sales opportunities with these critical question prompts.

Getting started

HOW TO USE THESE QUESTION PROMPTS

These cards are designed to help those targeting public sector buyers engage effectively with them, pre-tender.

Each card contains a number of high-level prompts, from messaging and channels, to lead scoring and follow-up.

Using these cards in sales huddles can ensure that your lead generation activities both provide value to buyers and identify your future customers.

Through their repeated use you can increase your chances of sales success.

Buyer Early Engagement

WHY CHASE LEADS AS WELL AS TENDERS?

Key questions to consider are:

- What risks do we face by relying only on formal tender processes?
- How do we sustain sales if tenders start to dry up for a period?
- Do we sometimes miss opportunities outside of formal tendering?
- How often do we lose bids to suppliers who've already built relationships with buyers upfront?
- Are we missing the opportunity to shape tenders in advance?

Buyer Early Engagement

WHAT IS OUR VALUE PROPOSITION?

Key questions to consider are:

- Do we know our value proposition?
- Is it easy to understand / remember?
- What specific benefits do we highlight to distinguish ourselves?
- Do we reinforce this proposition in our lead generation activities?
- Are we aligning our value proposition with buyer challenges in our lead generation activities?
- How often do we revisit and refine?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

CHECKING THAT OUR MESSAGING IS CLEAR

Key questions to consider are:

- Are we clear on the single idea we want to land in our lead generation?
- Does our messaging focus on how we help solve buyers' problems?
- Do we avoid jargon & keep it simple?
- Have we tested different messages to see what generates the best leads?
- Are the call-to-action messages we use clear and attractive to prospects?

Buyer Early Engagement

FROM IDEAL CUSTOMER TO PROSPECTING DATA

Key questions to consider are:

- Have we clearly defined our ideal customer profiles (ICPs)?
- Do we validate our ICPs with data?
- Have we detailed their jobs-to-be-done, pain points and pain relievers?
- Do we use our ICPs to ensure our lead generation messaging is focussed on buyer pain points?
- Do we believe our prospect database aligns well with our ICPs?

Buyer Early Engagement

HOW CAN WE LEARN FROM COMPETITORS?

Key questions to consider are:

- Do we know which competitors are most active in the public sector? How are they generating leads?
- How do we learn from our competitors' successes and failures?
- How does our lead generation approach compare to competitors?
- What strategies have worked best in positioning us against competitors?
- What gaps exist in our competitors' strategies that we can exploit?

Buyer Early Engagement

UNDERSTANDING OUR COMPETITIVE POSITION

Key questions to consider are:

- How often do we use tools to assess our market position vs. key rivals?
- Do we know which public bodies are spending with our key competitors?
- Are we using data to eliminate blind spots and find emerging rivals?
- How often do we review this data? How is it disseminated internally?
- Do we use this data to adjust our lead generation tactics accordingly?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

SALES AND MARKETING SHOULD BE ALIGNED

Key questions to consider are:

- Do our sales and marketing teams plan lead generation work together?
- Do the teams have shared goals? Do they review performance together?
- Do they develop content and lead generation messages together?
- Have you defined what constitutes a marketing qualified lead? What about a sales qualified lead?
- Do sales provide feedback to marketing on lead quality?

Buyer Early Engagement

CAMPAIGN PLANNING AND EXECUTION

Key questions to consider are:

- Are we regularly meeting to agree objectives and plan campaigns?
- What criteria are we using to select campaigns that we believe will best align with our objectives?
- Are we using different channels effectively in our campaigns?
- How do we measure the success of our lead generation campaigns?
- Are we adjusting our tactics based on campaign performance?

Buyer Early Engagement

BUDGETING FOR LEAD GENERATION

Key questions to consider are:

- Do we have a specific budget for lead generation initiatives?
- Are we tracking the return on investment (ROI) from our lead generation activities?
- What tools can help us track our budget expenditure efficiently?
- How often do we reassess our budget based on outcomes?
- How do we justify our budget needs to stakeholders for lead generation?

Buyer Early Engagement

OUR CRM CAN POWER OUR LEAD GEN EFFORTS

Key questions to consider are:

- Is our CRM the single source of truth for contacts, leads and sales?
- Are both sales and marketing using our CRM effectively to track ROI?
- Are we automating follow-up tasks?
- Is lead status and ownership clear?
- Are we using analytics to spot trends in our lead generation efforts?
- Do we analyse lead conversion rates to improve our sales processes?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

USING PROSPECT INTELLIGENCE WISELY

Key questions to consider are:

- How often do we use data to review market trends and adjust our lead generation tactics accordingly?
- Do we know which public bodies are spending, and with whom?
- Are we using public documents, such as cabinet meeting minutes, to inform our lead generation activities?
- Can we better anticipate prospects' needs using intelligence?
- What tools can help us access better information e.g. Oxygen Insights?

Buyer Early Engagement

IDENTIFYING POTENTIAL UPCOMING CONTRACTS

Key questions to consider are:

- What tools can we use to identify upcoming public sector contracts?
- How do we analyse historical data to forecast potential opportunities?
- Are we leveraging existing relationships to gain insights into upcoming procurement?
- Is this looped back into our CRM?
- How do we factor this information into our lead generation planning?

Buyer Early Engagement

ENSURING THE QUALITY OF PROSPECT DATA

Key questions to consider are:

- Have we identified the specific departments or organisations that align with our products or services?
- Do we refresh our prospect database often to uphold accuracy?
- How do we keep track of staffing changes in prospect organisations?
- Are we segmenting our leads based on size, location, or specific needs?
- Are we tagging influencers, decision makers, end users and buyers?

Buyer Early Engagement

PRE-PROCUREMENT INTELLIGENCE

Key questions to consider are:

- Do we know what opportunities have not yet reach procurement?
- Are we scanning cabinet minutes, planning docs and strategy papers? If not, can we use tools to do this e.g., Oxygen Insights Pre-Procurement?
- How quickly can we spot signals that a project is forming?
- Are we proactively contacting named stakeholders pre-tender?
- Have we captured the likely drivers, deadlines and budget ranges?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

USING UK-1 NOTICES TO INFORM LEAD GEN PLANS

Key questions to consider are:

- Are we actively searching for UK-1 notices in our sectors? Do we understand which authorities are required to issue them?
- Can we act quickly on these leads?
- Have we trained our sales team to spot and use these leads?
- Do we track whether these notices convert to real opportunities?
- Are we adding intelligence from UK-1 notices into our CRM?

Buyer Early Engagement

EMAIL MARKETING THAT CUTS THROUGH

Key questions to consider are:

- Are we sending content that buyers actually find helpful or interesting?
- Is our mailing list segmented enough to be relevant to each contact?
- Do we often clean our email lists?
- How can we improve engagement rates e.g. email personalisation?
- What call-to-action messages have proven most effective in our emails?
- Are we testing and refining emails based on performance data?

Buyer Early Engagement

TELEMARKETING THAT OPENS DOORS

Key questions to consider are:

- Are we calling at the best times to catch buyers who are open to chat?
- Do we know the reason for the call and how it helps them, not just us?
- Can our sales team adapt when speaking to different job roles?
- Are we making it easy for buyers to say yes to a next step?
- Are we logging outcomes in our CRM so we can follow up at the right time?

Buyer Early Engagement

USING LINKEDIN IN LEAD GENERATION

Key questions to consider are:

- Do sales team members post and comment with lead gen in mind?
- Do we follow and interact with key decision-makers?
- Do we use both free and paid posts?
- Have we tied our CRM to LinkedIn Ads to better target ad campaigns?
- Do our posts reinforce the messages used in our lead generation activity?
- Do we track who engages with our content and follow-up quickly?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

DRIVING LEADS FROM PAID SOCIAL ADS

Key questions to consider are:

- Do our ads link to useful, relevant content with a clear next step?
- How often are we refreshing creative to keep interest high?
- Do we have a well-targeted audience to avoid wasting spend?
- Are we testing different ad formats to see what performs best?
- Are we using retargeting to nurture engaged prospects?

Buyer Early Engagement

FINDING LEADS WITH SEO & PAID SEARCH

Key questions to consider are:

- Which keywords do public sector buyers use when searching online?
- Do we have pages that answer the specific problems buyers search for?
- Are we using blog posts, research and guides to drive organic traffic?
- Are we using paid search to capture leads? Are landing pages designed to convert visitors into leads?
- How does the cost per lead from search compare to other channels?

Buyer Early Engagement

USING DIRECT MAIL TO CUT THROUGH

Key questions to consider are:

- How can our direct mail stand out to busy public sector buyers?
- Is our mailing impactful without breaching public sector gift rules?
- Have we checked whether our prospects are in-office often?
- How do we integrate mail with digital for multi-touch campaigns?
- Do we test different formats and messaging to optimise results?

Buyer Early Engagement

USING EVENTS TO UNCOVER EXTRA LEADS

Key questions to consider are:

- Are we choosing trade shows with the right public sector footfall?
- Do we attend as delegates first to test if it's worth exhibiting?
- Have we created a plan for who we want to meet and why?
- Is our stand ready to capture interest without hard selling?
- Are we ready to follow up leads the moment we're back?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

USING WEBINARS TO BUILD CREDIBILITY

Key questions to consider are:

- Do our webinars showcase expertise, not just pitch solutions?
- Are we choosing topics that reflect real buyer challenges?
- Are we inviting the right people - and tracking who attends?
- Are we involving non-sales staff in webinars to build trust? Can they share real-world examples?
- Is our event follow-up ready to go?
- Can we re-use the webinar content?

Buyer Early Engagement

INBOUND LEADS VIA PHONE & CHATBOTS

Key questions to consider are:

- How quickly do we respond to inbound enquiries and messages?
- Are staff trained to handle inbound calls and capture key information?
- Do we have clear processes for handing over leads to our sales team?
- Do chatbots provide helpful answers and guide visitors toward next steps?
- Do we monitor chatbot conversations to improve scripts?

Buyer Early Engagement

CHOOSING THE RIGHT CONTENT FORMAT

Key questions to consider are:

- What types of content (videos, blogs, case studies) drive the most leads?
- Do we balance educational content with sales-led content effectively?
- Do we match content formats to different buying journey stages?
- Can we repurpose content to maximise its value across channels?
- Are we aligning the content formats we choose with our overall lead generation goals?

Buyer Early Engagement

BUILDING A STRONG CASE STUDY BANK

Key questions to consider are:

- Do our case studies show the problems we solve clearly, briefly, and with tangible results?
- Do sales know that leads from case studies may be closer to buying?
- Can we quickly send a relevant case study during a conversation?
- Are we using them across email, LinkedIn and presentations?
- How often do we refresh and rotate our best case study examples?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

NEW CONTACTS, FRESH OPPORTUNITIES

Key questions to consider are:

- Do we track moves within public bodies and celebrate their success?
- Can we support new staff who may need to make an early impact?
- Are we welcoming new appointees with helpful, relevant insights?
- Are we building relationships before decisions start being made?
- How do we keep these fresh contacts engaged over time?

Buyer Early Engagement

MEET THE BUYER, MEET THE NEED

Key questions to consider are:

- Are we preparing smart questions before Meet The Buyer sessions?
- Do we know which attendees have real influence? Are we listening for early signals about future contracts?
- Are we using these events to spot pain points, not just pitch?
- Do we follow up quickly with insight based on what we heard?
- How do we make sure buyers remember us in a good way?

Buyer Early Engagement

BUILDING LEAD NURTURING SEQUENCES

Key questions to consider are:

- Are we tailoring nurture content to the interests and readiness of leads?
- Are we providing ongoing value through educational content?
- Are we using automated tools to streamline lead nurturing efforts?
- How do we determine when a lead is ready to be passed to sales?
- How often do we check the effectiveness of our lead nurturing?

Buyer Early Engagement

FOLLOW-UPS THAT BUILDS PIPELINE

Key questions to consider are:

- Do we have a set follow-up to move leads from awareness to qualified?
- Are we asking the right questions to uncover timing, budget and need?
- Do we vary our follow-up channels - phone, email, LinkedIn?
- Do we personalise our follow-ups?
- Are we tracking the effectiveness of our follow-up communications?
- Do we maintain a balance between persistence and professionalism?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

MANAGING WARM LEADS EFFECTIVELY

Key questions to consider are:

- Do we treat warm leads with urgency and care? Are we quick to follow up while interest is high?
- Do we personalise our next steps based on their behaviour?
- Are we logging all touchpoints and handovers in the CRM?
- Do we check that sales materials match the buyer's interest?
- Do we revisit warm leads who've gone quiet?

Buyer Early Engagement

MULTI-CHANNEL LEAD GEN CAMPAIGNS

Key questions to consider are:

- Are we combining phone, email, social and content outreach?
- Are all parts of the campaign timed to support each other?
- Does each channel reinforce the core message?
- Do we plan campaigns as sequences, not one-offs?
- Are we tracking performance per channel and overall?

Buyer Early Engagement

ESTABLISHING A REFERRAL NETWORK

Key questions to consider are:

- How can we leverage our existing networks, including satisfied clients, for new introductions?
- Have we communicated all our offerings to potential referrers?
- How do we build trust among our referral sources?
- What systems do we have in place to track and incentivise referrals?
- What value-added services can we provide to our referral partners?

Buyer Early Engagement

COLLABORATING TO EXPAND REACH

Key questions to consider are:

- Can partners help us make inroads in public bodies we have previously struggled to make an impact with?
- Which potential partners could we align with for lead generation?
- What collaborative marketing efforts could help generate leads?
- What role can co-hosting events with partners play in driving leads?
- What can we provide that would be particularly valued by partners?

PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.

Buyer Early Engagement

ADAPTING COMPETITOR LEAD GEN APPROACHES

Key questions to consider are:

- How are we assessing competitors' lead generation techniques?
- Are we sharing insights from competitor intel across our teams?
- Are we adapting successful approaches from competitors?
- How do we ensure we maintain a competitive edge in our outreach?
- What role does our unique selling proposition play when responding to competitors?

Buyer Early Engagement

GETTING THE RIGHT TECH STACK IN PLACE

Key questions to consider are:

- What tools are we using for lead generation and are they working?
- How are we training our teams to use technology to aid in lead gen?
- How often do we seek feedback from sales on lead gen technology?
- Is our current lead generation tech stack meeting all of our needs?
- If we need to change our tech stack, can the new vendor give us data to prove ROI to justify the switch?

Buyer Early Engagement

MANAGING TIME SPENT ON LEAD GENERATION

Key questions to consider are:

- Do we prioritise our lead generation activities within our daily schedules?
- Are we setting aside time for following up on existing leads?
- Do we review how we allocate our time for potential improvements?
- What tools can help us organise and track our lead generation tasks?
- Are we regularly setting measurable objectives to optimise our time spent on lead generation?

Buyer Early Engagement

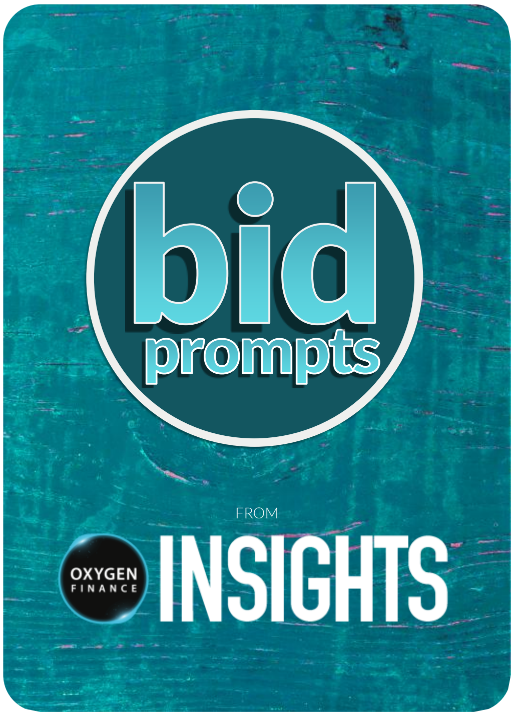
REPORTING ON OUR PERFORMANCE

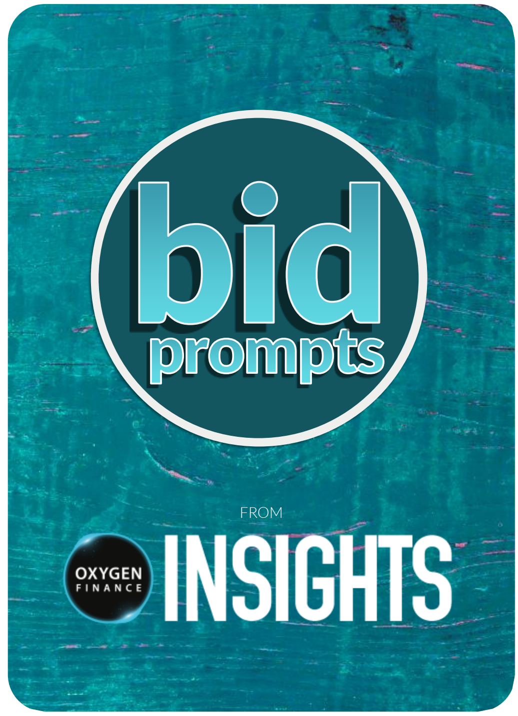
Key questions to consider are:

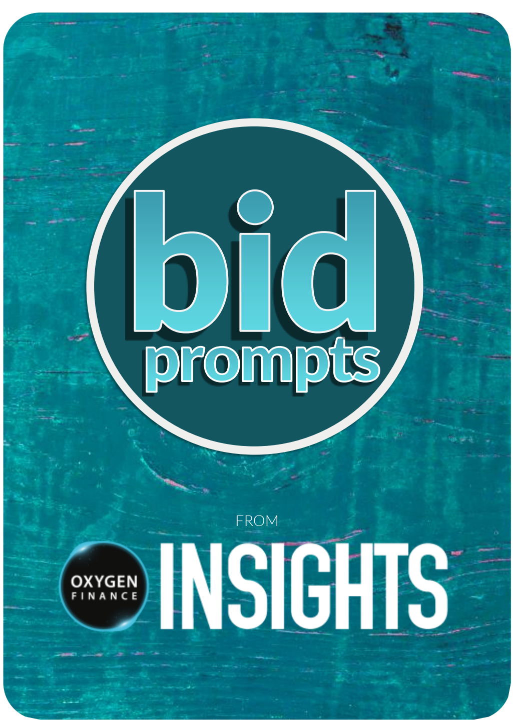
- Do we track and report on activity, outcomes, and lead quality?
- Is our reporting simple enough to guide decisions quickly?
- Are we tracking which sources yield the highest conversion rates?
- What benchmarks can we utilise to gauge our performance against?
- What impact has lead generation had on our sales pipeline?

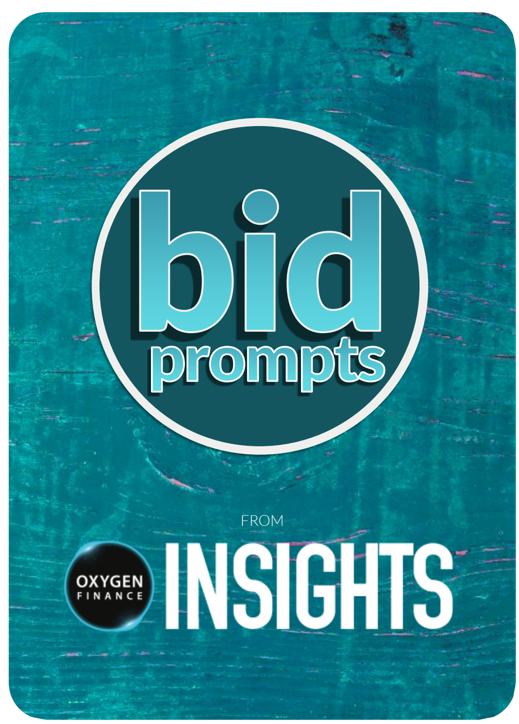
PUBLIC SECTOR LEAD GENERATION

A Bid Prompts card deck for firms who sell to the public sector.









FROM
OXYGEN FINANCE INSIGHTS