

# Review Your Public Sector Strategy [Template]



**Discover how ready your organisation really is to win in the public sector**

The public sector spends billions every year on goods, works and services. Yet for many organisations, winning these opportunities is far from straightforward. Limited visibility, complex procurement rules, and increasing competition make it difficult to cut through.

This free public sector procurement review will help you benchmark your current approach, identify gaps in your strategy, understand where you could be missing opportunities, and reveal the tools you need to succeed.

## **Benchmark Your Approach**

Understand exactly where you stand compared to successful public sector competitors

## **Identify Strategic Gaps**

Discover the missing pieces that are preventing you from winning more contracts

## **Uncover Hidden Opportunities**

Find lucrative contracts you may be overlooking in your current approach

## **Access Success Tools**

Learn what systems and processes top performers use to win consistently

# Before Getting Started

Before assessing your current strengths and weaknesses, it can help to have the following information to hand to ensure you get the most accurate and actionable insights from this review.

1

## Your Current Public Sector Footprint

Having a clear picture of your existing performance will help you identify the biggest opportunities for improvement and growth.


- What is your current public sector revenue as a percentage of total turnover?
- How many bids have you submitted in the past 12 months and what are your success rates?
- What specific markets and sectors do you currently target?
- Which frameworks are you already on, and how well are they performing?

2

## Additional Context

Understanding your broader business context will help us provide more targeted recommendations for your public sector growth strategy.

- What proportion of your team's time is dedicated to public sector business development?
- Do you have dedicated bid writers or does this fall to operational staff?
- What tools and systems do you currently use to identify and track opportunities?
- How do you currently measure ROI on your public sector activities?

 **Top Tip:** If you don't have all this information readily available, that itself may indicate an area for improvement in your public sector strategy and data management processes.

# Section 1: Visibility of Opportunities

Without comprehensive visibility of upcoming opportunities, even the most capable organisations will struggle to build a reliable pipeline. This section examines whether you have the systems and processes in place to spot opportunities early and consistently.

## Systematic Tracking

Do you have a centralised system that captures all upcoming tenders and frameworks across your target sectors?

Manual searches and ad-hoc discovery methods often result in missed opportunities and inconsistent pipeline management.

## Early Market Intelligence

Are you receiving alerts for early market engagement activities, prior information notices (PINs), and pipeline data – or do you only discover opportunities when contracts are already live?

Early awareness gives you crucial time to prepare, influence requirements, and build key relationships.

## Comprehensive Coverage

How confident are you that you're capturing contracts from smaller authorities, local bodies, and niche frameworks?

Many organisations focus solely on high-profile central government contracts whilst missing equally valuable opportunities elsewhere.

**Why This Matters:** Early visibility allows you to influence specifications during consultation periods, plan resources effectively, and outpace competitors who discover opportunities later. By shifting from reactive to proactive opportunity identification, you dramatically improve your chances of success.

# Section 2: Market & Competitor Intelligence

Understanding your competitive landscape is crucial for positioning yourself effectively and identifying where opportunities exist. This intelligence helps you benchmark performance, time your bids strategically, and learn from successful competitors.

1

## Competitor Analysis

Do you know which organisations are consistently winning contracts in your space? Understanding your competition reveals their strengths, highlights market gaps, and shows you what buyers value most. This intelligence helps you differentiate your proposition and target winnable opportunities.

2

## Performance Benchmarking



Can you benchmark your win rates, contract values, and market share against key competitors? Regular benchmarking helps you measure progress objectively and identifies whether you're performing above or below market average in specific sectors.

3

## Contract Lifecycle Tracking

Are you monitoring contract expiry dates and re-procurement timelines to time your bids effectively? Knowing when existing contracts end allows you to prepare well in advance and position yourself as the natural successor, especially for incumbent suppliers.

**Strategic Insight:** Procurement success isn't just about responding to individual tenders – it's about understanding market dynamics, buyer preferences, and competitive patterns. Organisations that invest in comprehensive market intelligence consistently outperform those that approach each bid in isolation.

# Section 3: Compliance & Processes

Regulatory compliance can make or break your public sector bids. Even the most compelling proposals fail if they don't meet mandatory requirements. This section evaluates your readiness to handle evolving compliance demands and regulatory changes.



## Social Value Readiness

Do you have robust policies, case studies, and evidence to meet mandatory social value requirements?

Social value scoring is increasingly weighted in procurement decisions, and lacking credible evidence significantly weakens your competitive position across multiple bid opportunities.



## Regulatory Agility

Can your team respond quickly to changing regulations, new procurement rules, or updated compliance requirements?

Public sector procurement legislation evolves regularly, and organisations must demonstrate agility to stay compliant and competitive in this dynamic environment.




## Sector Trend Awareness

Do you have visibility of procurement trends across different sectors, regions, and government levels?

Understanding these shifts helps you anticipate future requirements, adapt your service offerings, and avoid falling behind in emerging areas of public sector spending.

Compliance failures are often the hidden reason behind bid rejections. Procurement teams increasingly use compliance as an initial filter, eliminating proposals before evaluating technical merit or commercial attractiveness.

 **Critical Success Factor:** Build compliance capabilities as a core competency, not an afterthought. The most successful public sector suppliers treat regulatory excellence as a competitive advantage that opens doors to opportunities others cannot pursue.

# Section 4: Efficiency & ROI

Operational efficiency directly impacts your ability to compete effectively in public sector procurement. Time spent on administrative tasks reduces capacity for strategic activities like relationship building and proposal development. This section examines whether your processes support or hinder your competitive performance.

1

## Manual Search Burden

How much time does your team spend manually searching for opportunities across multiple portals and websites? This administrative burden reduces the time available for higher-value activities like market analysis, relationship building, and proposal development. Manual processes also increase the risk of missing opportunities entirely.

2

## Pipeline Management Systems

Do you have a centralised system for managing leads, tracking pipeline progression, and coordinating bid activities across your team? Effective pipeline management provides transparency, enables better resource allocation, and ensures opportunities don't fall through gaps between team members.

3

## ROI Measurement

Can you accurately measure the return on investment of your public sector business development activities? Understanding which activities generate the highest returns allows you to optimise resource allocation and demonstrate the value of public sector investment to senior leadership.

Automation and systematic processes free up your team to focus on strategic activities that directly impact win rates. The time saved on administrative tasks can be redirected towards market intelligence, relationship development, and proposal quality improvement.

**Efficiency Opportunity:** Try our **quick ROI calculator** to see how Tracker Intelligence can save you time and money whilst improving your competitive position in public sector markets.

# Section 5: Scorecard

Rate yourself honestly across each dimension to gain a clear understanding of your current strengths and weaknesses. This self-assessment forms the foundation for developing your action plan and prioritising improvement areas.

Score	Description
5 – Excellent	We are fully confident in this area and consistently outperform competitors
4 – Good	We perform well with only minor gaps that don't significantly impact results
3 – Average	Reasonable performance but clear room for improvement to reach best practice
2 – Weak	Significant issues in this area that are likely impacting our competitiveness
1 – Poor	We don't adequately address this area and it represents a major vulnerability

## Opportunity Visibility

Rate your ability to identify and track opportunities systematically across all relevant sectors and buying organisations.

## Market Intelligence

Rate your understanding of competitors, market trends, and contract lifecycles in your target sectors.

## Compliance Readiness

Rate your preparedness for regulatory requirements, social value obligations, and evolving procurement rules.

## Operational Efficiency

Rate the efficiency of your processes, systems, and ability to measure ROI on public sector activities.

# Section 6: Capability Review

## Assessing Your Readiness to Win

A thorough capability review examines both internal organisational factors and external market dynamics. Understanding your position across these dimensions helps identify where investment will have the greatest impact on your success rate.

### Internal Capability Areas

Evaluate your organisation's internal readiness across these critical dimensions:

#### Strategy

Clear market focus, defined value proposition, and alignment between public sector objectives and overall business strategy.

#### Resourcing

Adequate staffing, appropriate skills mix, dedicated bid writing capability, and senior leadership commitment to public sector growth.

#### Tools & Systems

Technology platforms for opportunity identification, pipeline management, competitor intelligence, and performance measurement.

#### Bid Process

Structured approach to bid qualification, proposal development, quality assurance, and post-bid learning and improvement.

### External Market Factors

Assess your position relative to market dynamics and competitive forces:

#### Buyer Visibility

Recognition and reputation among target procurement teams, existing relationships, and brand awareness in public sector markets.

#### Market Speed

Ability to respond quickly to opportunities, adapt to changing requirements, and move faster than competitors through the bid process.

#### Competitive Positioning

Differentiation from competitors, unique value proposition, and ability to influence buyer requirements during procurement development.



# Section 7: Identify Quick Wins

## Tactical Improvements You Can Make Today

Quick wins provide immediate impact whilst you develop longer-term strategic capabilities. Focus on 2-3 low-effort, high-impact improvements that can be implemented within the next 30 days to start improving your competitive position immediately.



### Opportunity Focus

Implement a systematic approach to identify and prioritise the most winnable opportunities using comprehensive intelligence tools rather than reactive opportunity discovery.



### Competitor Intelligence

Begin tracking your key competitors' win patterns, contract values, and market positioning to identify gaps and opportunities in your target sectors.



### Automated Alerts

Set up automated alerts for niche sub-sector keywords, specific buyer organisations, and contract types that align with your capabilities and strategic priorities.

These tactical improvements can typically be implemented within 30 days and will immediately improve your market visibility and competitive intelligence. The key is to start with actions that provide data and insights to inform your longer-term strategic planning.

01

### Week 1: Tool Selection

Evaluate and select comprehensive intelligence platforms that can automate opportunity discovery and competitor tracking across your target markets.

02

### Week 2: Alert Configuration

Configure automated alerts for your priority keywords, sectors, and buyer organisations to ensure you never miss relevant opportunities.

03

### Week 3: Baseline Measurement

Establish baseline metrics for opportunity identification, response times, and competitive positioning to measure improvement over time.

04

### Week 4: Process Integration

Integrate new tools and processes with existing workflows to ensure sustainable adoption across your business development team.

# Section 8: Strategic Recommendations

## Long-Term Strategic Focus Areas

Strategic transformation requires sustained effort across multiple dimensions. These recommendations provide a framework for building long-term competitive advantage in public sector markets through systematic capability development.

### Market Engagement

Expand into adjacent sectors where your capabilities translate effectively. Consider geographic expansion into regions with strong public sector spending. Develop sector-specific expertise and build relationships with key buying organisations.



### Capability Development

Invest in dedicated public sector resources including specialist bid writers, compliance experts, and relationship managers. Develop robust processes for bid qualification, proposal development, and post-bid analysis.

### Intelligence-Led Decisions

Implement comprehensive business intelligence platforms that provide market analysis, competitor tracking, and performance measurement. Use data to guide strategic decisions and resource allocation.



Success in public sector procurement requires a systematic approach to market engagement, capability building, and intelligence gathering. Organisations that invest in all three dimensions simultaneously achieve the strongest competitive positions and most sustainable growth.

### Market Engagement Strategy

- Sector diversification based on capability mapping

### Capability Development Priorities

- Dedicated public sector team structure

# Section 9: Your Strategic Action Plan

Transform your assessment insights into concrete action through a structured implementation plan. This systematic approach ensures accountability, maintains momentum, and delivers measurable improvements in your public sector performance.



## RACI Matrix for Team Accountability

Clear accountability ensures cross-functional collaboration and prevents opportunities from falling between team members. This matrix defines roles and responsibilities for public sector growth activities.

Activity	Responsible	Accountable	Consulted	Informed
Opportunity Identification	BD Team	BD Director	Sector Leads	Senior Leadership
Competitive Intelligence	Market Analyst	BD Director	Bid Team	Sales Team
Bid Development	Bid Writer	Bid Manager	Subject Experts	Account Team
Performance Review	BD Director	Commercial Director	All Teams	Board

**Success Metric:** Conduct quarterly analysis to ensure objectives are being met and adjust strategy based on performance data and market changes.

# Next Steps: How to Close the Gaps

If your assessment reveals weaknesses in visibility, intelligence, compliance, or efficiency – you're not alone. Many organisations struggle with these exact challenges. The difference between those who succeed and those who continue to struggle lies in taking systematic action to address these gaps.

Businesses serious about winning work in the public sector recognise that success requires more than good intentions. It demands the right tools, processes, and intelligence to compete effectively in this complex and competitive market.



## Early Access Intelligence

Gain competitive advantage through early access to pipeline opportunities, prior information notices, and market engagement activities before your competitors even know they exist.



## Real-Time Market Monitoring

Monitor competitors and markets with comprehensive intelligence that reveals win patterns, market share changes, and emerging opportunities across all your target sectors.



## Streamlined Operations

Transform opportunity management and reporting through automated systems that eliminate manual processes and provide clear visibility of your entire pipeline.



## Automated Efficiency

Reduce manual workload dramatically through intelligent automated alerts and systematic opportunity tracking that frees your team for higher-value strategic activities.

Take your audit results and turn them into an action plan. With Tracker Intelligence, you'll **stop missing opportunities**, stay ahead of regulatory changes, and compete with the confidence that comes from comprehensive market intelligence.

## Ready to transform your public sector performance?

Book a free consultation call with our team who can show you exactly how to take your public sector strategy to the next level.

[Book Your Free Consultation](#)

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