

Support Services

Our Support Services are designed for suppliers who:

- are listed on government frameworks but have not made any sales yet.
- have had some success but are looking to get more out of it.

Pitch to Tony

This is a chance for you to present your public sector offering to our Strategic Advisor, Tony Singleton OBE, the former Director of G-Cloud and Digital Commercial Services at the Government Digital Service.

How the meeting is structured

In this simulated meeting, Tony will revert to the role he had as a public sector buyer and listen to you pitch your service as you would in your first meeting with a potential buyer. At the end of the session, you will get feedback on how your offer is perceived and how your approach might be enhanced to better secure the sale.

In real life you rarely get feedback. We got an opportunity to discuss our pitch with a stakeholder who is involved in the government. It's definitely a useful exercise for organisations who are trying to build capability in that space.

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This meeting will take the format of a 30-minute video call which will include a 20 minute pitch and give Tony the chance to offer his feedback. After the call a wash-up email and recording will be provided. Prior to the call, Tony will draw on his extensive experience of Central Government and spend some time looking at your framework listing (if you have one), your website, and marketing materials to get a feel for your company and understand your government message.

A bit about Tony



Tony Singleton brings experience of over 35 years working in Government to Advice Cloud. He is a graduate of the Cabinet Office's Major Project Leadership Academy, he was chief operating officer for Directgov from 2006 to 2011, before becoming chief operating officer of the Government Digital Service. From March 2014 he was the G-Cloud and digital commercial programme director, a post he maintained until March 2016. Tony has twice been named one of the top 50 most influential people in UK IT and has been awarded an OBE in the Queen's Birthday Honours List 2014.