

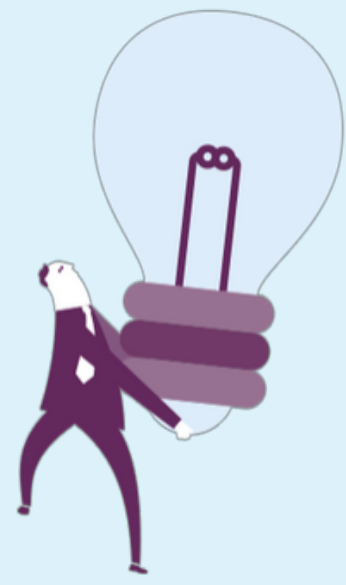
# MYTHS OF G-CLOUD

What suppliers get wrong about the G-Cloud framework.

## GETTING LISTED IS EASY

There might not be many hoops to jump through to get on to the framework but suppliers need to take time on their listing content. Making sure they have the best Features and Benefits is key.

Also, there's a lot to think about in terms of additional documentation, such as Pricing and Service Definitions. Which brings us on to our next point....



## YOU DON'T NEED A SERVICE DEFINITION

A service definition is the best way to clearly outline your service or software in greater detail. If you don't provide one, buyers will need to contact you in order to get all the details they need - an extra step they'd rather not have.

**For G-Cloud 12, Service Definitions will be mandatory** - meaning having a great one is going to be a big part of a good listing!



## GETTING LISTED IS ENOUGH

This one is definitely not true. G-Cloud is not a source of inbound leads!

To be successful on the framework, suppliers need to incorporate G-Cloud into their Sales and Marketing strategies. This means building relationships with those in the public sector - make potential buyers aware of who you are and why they should do business with you!



## ONLY BIG COMPANIES WIN ON G-CLOUD

Although there are cases where contracts are going to the large companies. G-Cloud is a great opportunity for smaller companies and SMEs too!

In fact, 44% of all sales through the framework have been with SMEs!



**LEARN ABOUT HOW WE CAN HELP YOU WIN PUBLIC SECTOR BUSINESS WITH G-CLOUD 12!**

Book a free consultation and let's get you listed on G-Cloud 12 - and help you close those important deals once you're on it!

[BOOK NOW](#)