

Impact to Go: Social Procurement Readiness Program South Australia

2022

Information pack for impact enterprises

Unlocking business for good

This program is funded by the Future Industries eXchange for Entrepreneurship (FIXE), Department for Innovation and Skills, and delivered in partnership with Social Traders



Social

Traders

Social

Traders

Unlocking business for good



About the Program

Impact to Go is an 8-week social procurement readiness program funded by the Future Industries eXchange for Entrepreneurship (FIXE), Department for Innovation and Skills, and delivered in partnership with Social Traders to build the capacity of South Australian impact enterprises to sell to business and government.

The 8-week program consists of:

- 4x Online Intensives for social enterprises with coursework
- 1x Social Procurement Essentials for Business & Government
- 1x 'Meet the Buyers' best practice forum and showcase event

For Impact Enterprises

4x Online Intensives using a flipped classroom approach (e-learning and group workshops):

- Navigating the procurement maze and business development tactics
- Increasing your visibility in the social procurement marketplace
- Winning work – responding to procurement opportunities
- Debunking the sales myth

1x Meet the Buyers Best Practice Forum and Showcase event.



Social

Traders

Workshop Learning Outcomes

Navigating the procurement maze and business development tactics	Increasing your visibility in the social procurement marketplace	Winning work – responding to procurement opportunities	Debunking the sales myth
<ol style="list-style-type: none"> 1. Grow your understanding of procurement and how it works (principles, processes, approaches to market, players, etc) 2. Learn about the different social procurement strategies used by business and government buyers 3. Grow your understanding of professional buyers- who they are, how to talk to them, their priorities & drivers, the challenges they face, and how to make it easy for them to buy from you 4. Learn how to develop a focused list of target customers 5. Learn effective business development tactics to increase your chances of finding and winning work 	<ol style="list-style-type: none"> 1. Gain a deeper understanding of your market (industry, competitors and customers) and how to use that information strategically 2. Leverage market insights to create a value proposition that resonates with customers 3. Build a strong multi-channel online presence 4. Deliver a winning verbal pitch 5. Leverage your ST Certification to increase your participation in the social procurement marketplace 	<ol style="list-style-type: none"> 1. Different types of procurement opportunities and processes 2. How to determine if you should respond to an opportunity or not 3. What sort of evaluation criteria is commonly used and how to respond appropriately 4. What procurement professionals look for in submissions and how/why they use that information 5. How to write a clear and compelling response 	<ol style="list-style-type: none"> 1. How to influence the sales process by building rapport with people and asking the right questions 2. How to sell the benefits of your product/service and solve a real problem for your customer 3. How to deal with objections during the sales process 4. How to close a sale and execute the agreed action

Feedback from Previous Participants

“Excellent course. Very happy.”

“Novel way of presenting. Quite effective and convenient.”

“Having engaged with several buyers involved in social procurement, I still found the course beneficial and found things we could do to improve our interaction and success with buyers.”

“This style and content of this course is a really excellent way to get a really comprehensive overview of the procurement and BD process. It was not laborious or repetitive, it was really well targeted. Thank you.”

“It was a really fantastic course, well organised and presented. I really like the idea of a reverse classroom, where you do preparatory work therefore making the workshop session itself a better use of everyone's time!”



Social

Traders

Eligibility and EOI Process

The Impact to Go Social Procurement Readiness Program is open to impact enterprises who meet the following criteria:

1. Based in South Australia and align with the definition of impact enterprise
2. Certified or intend to apply for certification with Social Traders
3. Have been trading for at least 6 months
4. Have a B2B product and/or service (or the potential to adapt a B2B offering)
5. Able to commit to the 8-week program including:
 1. E-learning coursework (Feb-March)
 2. Participation in online group workshops (Feb-March)
 3. Attendance at the Meet the Buyer Forum & Showcase (April)

To register your interest in participating in this program, please complete this online [Expression of Interest form](#) by 5pm Monday 17 January 2022

Impact enterprises, which includes social enterprises, are businesses that exist to create a fairer and more sustainable world.

They do three things:

1. *Have a defined primary social, cultural or environmental purpose consistent with a public or community benefit*
2. *Derive a substantial portion of their income from trade*
3. *Invest efforts and resources into their purpose such that public/community benefit outweighs private benefit*

Impact enterprises operate in all industry sectors of the economy, from facilities management, to catering and hospitality, to business administration to design.

Social

Traders

Key Program Dates - 2022

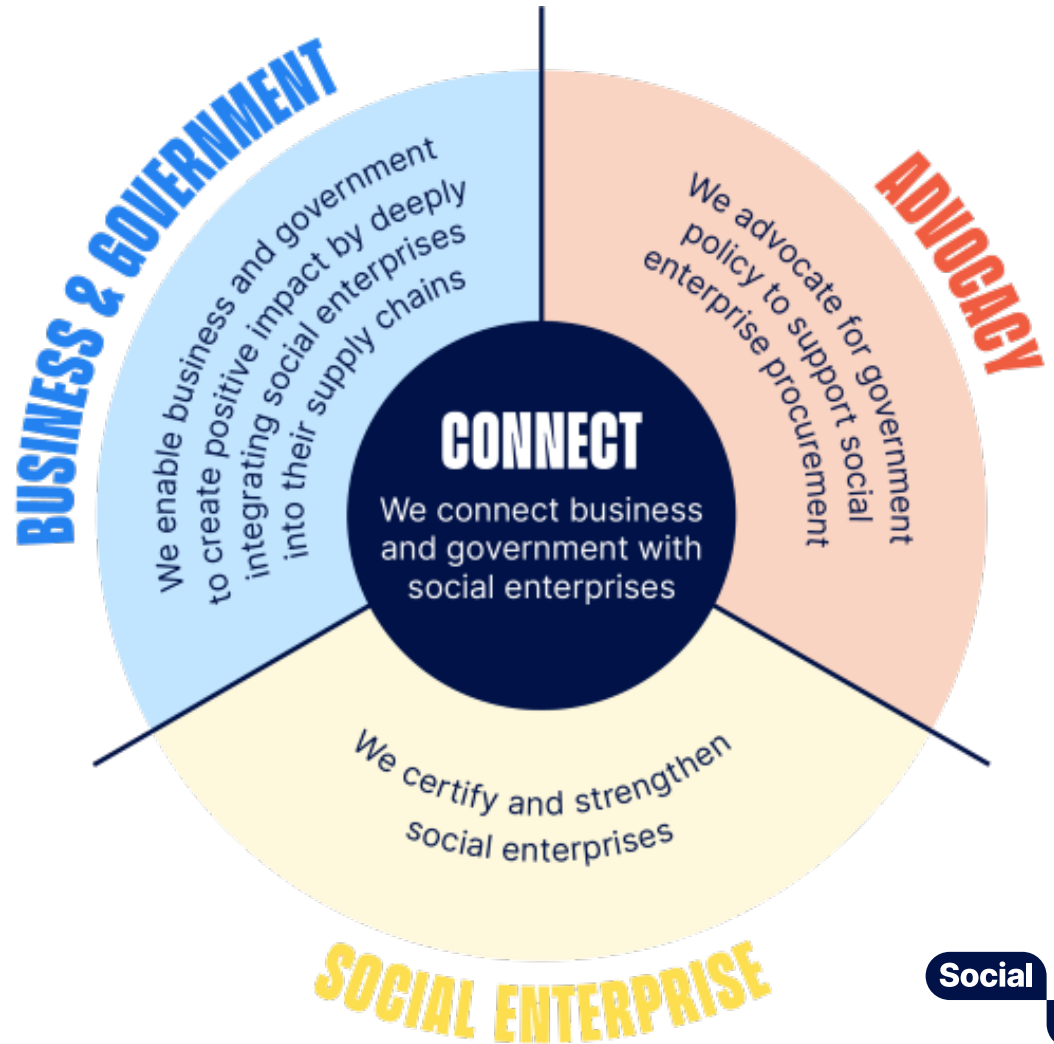
Week	Activity	Duration	Format	Date	Who for
1	E-learning online course #1	2-4 Hours	Online - individual	Submit by 5pm 3 February	Impact enterprises
2	Workshop - Navigating the procurement maze and business development tactics	2 Hours	Online – Group	9 February 2022	Impact enterprises
3	E-learning online course #2	2-4 Hours	Online - individual	Submit by 5pm 17 February 2022	Impact enterprises
4	Workshop - Increasing your visibility in the social procurement marketplace	2 Hours	Online - Group	23 February 2022	Impact enterprises
5	E-Learning online course #3	2-4 Hours	Online - individual	Submit by 5pm 11 March 2022	Impact enterprises
6	Workshop - Winning work – responding to procurement opportunities	2 Hours	Online - Group	17 March 2022	Impact enterprises
7	Social Procurement Essentials	2 Hours	Online – Group	23 March 2022	Business & Government
7	Workshop - Debunking the sales myth	2 Hours	Online – Group	30 March 2022	Impact enterprises
8	Meet the Buyer Best Practice Forum and Showcase Event	3 Hours	Face to face –venue TBC	6 April 2022	Impact enterprises, Business & Government

About Social Traders

We certify and strengthen Social Enterprises.

We enable business and government to create positive impact by deeply integrating Social Enterprises into their supply chains.

We advocate for government policy to support Social Procurement.



Social

Traders

Have questions?

Amy Orange

Social Procurement Lead SA

Amy.orange@socialtraders.com.au

0458 296 855

To register your interest in participating in this program,
please complete this online [Expression of Interest form](#) by
5pm Monday 17 January 2022



Social

Traders