

# Exploring your options for trading and selling services?



## Ensure you have the skills to think and operate commercially

With the public sector continuing to face substantial financial challenges you may be exploring your opportunities to subsidise frontline services, keep council tax from rising or address a market failure.

We support our clients and their teams to develop the commercial thinking and skills needed within successful trading companies introduce new charged-for discretionary services.

### What will you gain?

- Knowledge of the context, powers, opportunities and limitations for trading within the public sector.
- An understanding of the possible service delivery options for selling your services.
- The ability to work through the costs of providing your service.
- The skills to carry out an analysis of the market place and set out a business development plan.

### Who should attend?

- Heads of Service
- Service Managers
- Marketing Managers
- Those with responsibility for developing the service/business



## Our approach

The training is delivered by our specialist facilitators through a series of one day office-based training modules at a venue of your choice. The modules include tailored group exercises, tasks and feedback sessions which are supplemented by assignments between each module. There are six modules in total which can be arranged to meet your organisation's needs.

### Tailored to your needs

You may wish to tailor training around your specific needs, for example if you're looking to set up an alternative delivery model for social care services. In this situation, it would be beneficial if we developed the training so that it is totally relevant to the journey that you're about to take.



### Easy to buy

Our services can be procured via a number of frameworks. [Find out more](#)

We typically work with clients who've done what they can to deliver significant savings but are now faced with much tougher decisions, or those who have plenty of ideas but need some help in taking concepts through to actual delivery.

Our services can be purchased as an end-to-end commercial delivery partner or on-demand to supplement existing capabilities and capacity.

## Our services

- **Cost reduction and income generation**  
Review of services to set out options for reducing cost or generating income.
- **Commissioning, procurement and contract management**  
Support or manage all aspects of creating value from every pound, whether that's developing a new market, early market engagement, creating greater social value or creating an intelligent client function.
- **Strategic direction**  
Support your Senior Management Team and key stakeholders to define and shape your commercial strategy.
- **Business intelligence**  
Provision of data analytics and intelligence to understand the status quo and set out the future potential of doing things differently.
- **Options and business case development**  
Explore alternative options in detail to work up the business case for your preferred option.
- **Alternative delivery vehicles**  
Provision of end-to-end support for the establishment of new delivery models including: joint ventures, outsourcing, trading companies.
- **Commercial infrastructure**  
Support you to implement systems, processes, procedures, governance, toolkits and ways of working which align to your strategic objectives and are outcome focused.

## We've already helped...

- Buckinghamshire County Council
- Ashfield District Council
- City of York Council
- And lots of other clients

