

## Sell2Wales Registration Guide

### *'How to make the most out of your profile'*

Purchasers use this site for 2 main purposes; to advertise upcoming contracts and to source new suppliers. This means that registering with Sell2Wales provides a unique opportunity to market your company to public sector bodies across Wales, increasing your chance of winning new business.

In addition the information asked for within the sell2wales profile has been taken from supplier questionnaires used by organisations across the Welsh public sector. Therefore, by completing your company profile in detail it can help limit the cost and resource involved in providing this information, each time you compete for work.

### **YOUR PROFILE**

The profile has been divided into different sections, and for ease of use each section has been dealt with separately in this guide.

This guide aims to help you make the most out of your profile and also help you understand why providing key information is important if you are to be successful in competing for public sector contracts.

*Tip: When completing your profile you must complete all of the fields which are marked with an asterix\*, as these fields are all mandatory.*

### **Company - About You**

This first section requires you to enter basic information about yourself, including a password, enabling you to log in to sell2wales once you have registered. You will also need to view and agree the supplier conditions of use.

*Tip: Your password can be a combination of letters and number, but it must be at least 6 characters long.*

## About Your Company

Within this section you are asked to enter basic contact details for your company.

You will also need to select the type of company that your business is, along with the number of employees and the date of registration of your company. These are key pieces of information used by all purchasers when reviewing a supplier as they help give a picture of your company background.

## Products / Services

Here you are required to categorise the products / services offered by your business, using the available codes, for 2 key purposes:

- They are used by purchasers when searching for potential suppliers
- They are used to match, and notify you of, potential contracts

You can select as many codes as you like - the more you select, and the more detailed these codes are, the more benefit you should receive from sell2wales.

There are 2 ways to locate codes:

1. The list initially displays all of the top level (broad) codes. You can 'drill' down through a particular code (i.e. to see the codes on the next level down), by clicking on **More >**.
2. Alternatively you can find a code by searching on a keyword. Enter the word that you would like to find in the box provided (as shown below) and then click on **Find CPV Keyword**. The system will then search for and display all of codes which contain the word searched on.



A screenshot of a search interface. On the left, there is a text input field containing the word "computer". To the right of the input field is a button with a blue background and white text that reads "Find CPV by Keyword".

*CPV Keyword search field*

Once you found a relevant code, you will need to add it to your profile. To do this, check the box besides the relevant code and then click on **Add**.

For each code you add you can enter 'Additional Information' to describe how each code relates to you business in more detail – remember, the more detail you can provide in your profile, the more attractive your profile will be to potential clients.

## Regions

To register on sell2wales you MUST be able to supply your goods / services to at least one region of Wales.

These region selections are an important way to help purchasers source suppliers who are able to supply to their locality and are also used to help match, and notify you of, potential contracts. Therefore, it's important for you to be realistic when selecting regions, don't simply select 'All Wales' if there are regions within Wales that you cannot / do not want to supply to.

You are also able to select 'All UK' and 'Outside UK' as regions that you can supply to, as organisations may carry our procurement exercises on behalf of a consortium, which can include organisations outside of Wales.

## Additional Info

Although the fields in this area are optional, it really is worth spending a few minutes completing as many as you can. Not only is this information used by purchasers when assessing potential new suppliers, but many of the fields are used by purchasers as criteria when searching for suppliers (they have a much more detailed search page than the 'search suppliers' function on sell2wales).

Key fields:

- Turnover – this is key information for public sector purchasers. Don't worry if you are a relatively new company or if your turnover is not in the millions, the contracts let by the public sector are wide ranging, not only in terms of commodity but also in terms of value.
- Company profile - this field is displayed on the supplier search results page and so this is an excellent way to sell your business and entice a purchaser to look at your profile in more detail. Make sure that this information helps highlight your strengths and is detailed, yet concise.
- Min / Max tender value – in addition to the products / services codes and regions, the tender values selected here are also used to notify you of relevant contracts. Therefore, if you are only interested in contracts within a certain value range then enter it here to ensure the notifications you receive are of use. If you're happy to receive notifications regardless of their value, simply leave these as no minimum / no maximum.

- Membership of trade organisations / certifications – if you are a member of any formal trade organisation, or if you have achieved certification (for example BS / ISO / Investor in People) then highlight it here. This is an excellent way for you to demonstrate to purchasers that you can assure quality against recognised standards.
- Which level of Visa / Mastercard Payment do you support? – more and more purchasers are beginning to use purchase cards as a way to pay for goods / services. This not only speeds up payment time but also saves on resources associated with processing paper-based invoices. As a result, some organisations are beginning to use this as criteria when evaluating suppliers, therefore if you do accept card payments select the relevant level here. (For further information on purchase cards, see the useful resources section of sell2wales).

### Referees

As standard, purchasers will ask for referees from each potential new supplier. By giving this information up front in your sell2wales profile you are showing potential new clients that you have existing suppliers that are pleased with your work and who are willing to act as a referee for you.

Ideally you should enter the names and contact details of up to three referees; stating which aspect of your business they will act as referee against, if your business provides multiple services.

In addition this section also gives you the ability to enter information relating to insurances that your business holds. Again this is key information when assessing a supplier, as it helps to gauge the potential risk of a contract.

### Resources

When going through an approval process with suppliers, purchasers will usually perform financial checks on a company to ensure they are financially viable and in order to do this they will need copies of your audited accounts (ideally 3 years). They will also be interested in seeing the policies your company adheres to, such as Health & Safety (essential for many types of businesses), Environmental, Equal Opportunities etc.

Therefore, by uploading electronic copies of these documents to the resources section, instead of having to post numerous hard copies to different organisations each time you tender / quote for work, you will be able to direct purchasers to your sell2wales profile where they can download this information for free.

The use of the resources section doesn't end there, you can also use this section to upload other key sales material, such as your company brochure, staff CVs, product specifications etc

## **Users**

The information entered within the final section of your profile won't be seen by purchasers, instead through this section you can add additional users to your company profile. For example, you may have sales staff you want to give access to search for contract notices, or marketing staff who can be responsible for updating your company profile.

You can also select whether you would like each user (as well as yourself) to receive email notifications of contract notices and contract award notices. You can also select to receive notification of EU notices that cover the rest of the UK and also Europe.

## **Updating your profile**

Once you have registered on Sell2Wales you are able to update your profile as often as you want to. For procurers it's important to see as much up to date information within a supplier profile as possible, however initial feedback from procurers suggests that many profiles lack detailed information.

Remember, procurers don't only use this site to advertise contracts, but they also use this site to search for suppliers. The more up to date information you can provide within your profile, the more attractive you will be to a procurer. Most important of all, when entering / updating your profile, remember that Sell2wales provides you with a way to market your business to potential clients across the Welsh public sector.