

A CASE STUDY IN INCLUSIVE PROCUREMENT

Kemp Services' Approach to Meet the Buyer Event

Kemp Services, a Newham-based company, offers one-off and contract cleaning solutions with a dedicated team. They adapt quickly to unexpected situations and provide a comprehensive range of commercial cleaning services, including specialist cleaning like window cleaning and deep cleans.

The Challenge

In a competitive market where numerous cleaning service providers vie for business, Kemp Services recognised the need to engage directly with potential clients and decision-makers to uncover new opportunities. This led to their participation in our 'Meet the Buyer' event in collaboration with Newables, where the company showcased their services while gaining insights into buyer expectations and inclusive procurement processes. Initially set to meet solely with the Hill Group, with cancellations on the day, we were able to introduce them to Barnes Construction, a nearby contractor with an imminent project. This unforeseen engagement presented an opportunity to further amplify Kemp Services' reach and explore potential partnerships.

Rising Through Smart Procurement

"Attending the Meet the Buyer event was a valuable experience that allowed us to connect directly with decision-makers and gain real insight into upcoming opportunities. It provided a platform not only to showcase our services but also to understand buyers' expectations and procurement processes more clearly.

One of the key takeaways for us was the importance of preparation — having clear, concise information about our business, case studies, and evidence of reliability ready to share made a real difference in building credibility. We also found that listening carefully to buyers' challenges and tailoring our responses to demonstrate how we could add value helped us stand out." – Gemma Maybank - Sales & Operations.

Conclusion

- Conduct thorough research on the buyers.
- Stand Out: Use concise and confident elevator pitches.
- Share: Evidence your services through case studies, testimonials, and accreditations.
- Follow up promptly and professionally to build on initial conversations.
- Turn-up: Consider building long-term relationships for future opportunities.



 **Barnes**
CONSTRUCTION