

Understanding Procurement – A Capability Program for Sales Teams

Does your Sales team
struggle to engage
with Procurement?



Competition for business is stronger than ever and many Sales teams are struggling to influence the complex procurement process. Responding to Requests for Tender is both time consuming and costly. Without a clear understanding of what constitutes 'value' for the buyer, dealing with Procurement can be a mystifying and frustrating experience for Sales Executives and Account Managers.

WHY THIS? WHY NOW?

Sales teams have identified a serious capability gap: Most do not understand how key procurement decisions are made, let alone how they can influence the sourcing process. The result – Tenders are awarded to the competitors.

As the focus on cost increases, Sales can no longer rely on generic product benefit statements or established customer relationships. Procurement is under pressure to deliver greater value to the business, meaning Sales and Account Managers must present a compelling customer value proposition, particularly when asking to justify a premium price.

BENEFITS OF INCREASING YOUR UNDERSTANDING OF PROCUREMENT

By improving Sales' understanding of Procurement, expect your sales team to:

- Learn to speak the language of Procurement and understand the strategic sourcing process
- Influence the procurement process, particularly in terms of the decision to go to market
- Develop tender responses that are compliant and supported by cost models and case studies that are meaningful to Procurement
- Proactively refine their sales plans to align with the procurement process
- Tailor the customer value proposition so that it has meaning for the CFO, Operations and Site Managers, the CPO and Purchasing Managers
- Understand the evaluation criteria used by Procurement to source different types of categories
- Understand how Procurement quantifies 'value' within their business
- Identify heat-points in the buyer-supplier relationship and address these issues before they become damaging.

"Through this exercise with The Faculty, we have gained greater clarity around how our customers are defining 'value' and can now work to demonstrate and document this more clearly via our sales team."

National Business Manager,
B2B Accounts/Workwear,
Pacific-Brands

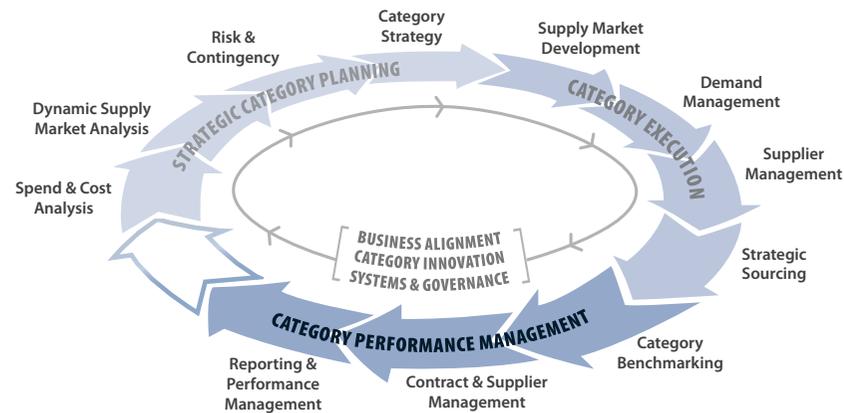
Procurement for Sales Teams covers topics including:

- Fundamentals of Procurement
- The language of Procurement
- Strategic sourcing processes used by buying teams
- How Procurement assesses the supply market
- Cost management and total cost of ownership
- How Procurement uses scope development to protect 'value'
- How suppliers and contracts are managed and measured
- Customer relationship management and what Procurement is trying to achieve out of the relationship.

Procurement for Sales Teams can be provided in various formats: As our standard 2-day training course, through to a fully customised program supported by category research, incorporating a supplier 'health check' and customer value proposition refresh.

THE SOLUTION

The Faculty has developed a dedicated training program for Sales teams to increase their understanding of the procurement process and improve their ability to influence and engage more effectively with Procurement Managers and key decision makers in the buyers' business.



Offered in-house and led by trainers who are experienced procurement practitioners themselves, *Procurement for Sales Teams* covers all phases of the procurement lifecycle and converts each stage into actions for Sales and Account Managers. Supported by case studies, tools, templates and activities, this workshop will drive meaningful behavioural change.

"By improving our understanding of our customers' businesses, in particular what they value, how they measure value and what their unique requirements are, we can sharpen our customer value proposition".

Sales Commercial Manager, Pacific-Brands

THE FACULTY CAPABILITY DIFFERENCE

Proven – The Faculty has partnered with Sales teams to deliver category insights, 'Procurement 101' training and communications advice on creating a meaningful customer value proposition.

Relevant – The Faculty are Australia's leading advisor on procurement best practice. Providing procurement training and category insights are at the core of our business.

Interactive – A mix of theory, practical exercises, tools and templates and networking opportunities ensure that participants learn, apply and share benefits with their peers.

Practical – Courses are designed to drive behavioural change and participants leave armed with tools, templates and an action plan for driving immediate change in the workplace.

Tailored – Ability to tailor training to accommodate Sales teams with experience ranging from Senior Account Managers, through to new Sales starters, across all categories and industries.

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