

Thursday 14 November 2019
8.30AM - 12.30PM
At Grant Thornton, Brisbane
Registration \$250 plus GST



Procurement
Management



Shift

MANAGING PROCUREMENT

How to deal with professional procurement: A guide for lawyers

This half-day seminar will help busy lawyers, bid and tender specialists and business development advisors, understand more about their clients' procurement strategies.

" Insights into how procurement 'thinks', understanding the history of the function and 'tips and tricks' – procurement aren't the enemy! "

ABOUT THIS WORKSHOP

The fastest growing profession in business

The fastest growing profession in Australia* is professional procurement. What is it they are doing that Australian business wants so badly? Just reducing price? Is there more to it than that? What are their true priorities?

Who is the customer now?

Buying legal services has changed and increasingly it is a professional buyer you may interact with as the gatekeeper to clients.

New client objectives

The context of your sale is growing ever more complex as, increasingly, corporate stakeholders demand more through their procurement functions and not simply value for money through pricing.

Typically large companies spend between 40-70% of total revenue on third party goods and services, so their focus is increasingly on optimising opportunities from the supply side of business.

Corporate clients are investing more in the management of the supply side. This includes greater control of supplier arrangements; more compliance, stronger probity and expectations of broader outcomes with added value.

Buying legal services today

Legal services are just one of the categories to feel the penetrating searchlight of procurement. Procurement professionals are instrumental in driving new ways of buying legal (many of which they seek to 'commoditise') and assessing value beyond technical advice.

Hourly rates are under scrutiny like never before. Fixed retainers, annual fees, bonus structures, incentive payments, eTenders, eAuctions – reverse-auctions and panel management are all regular examples of more innovative procurement strategies.

The science of buyer management

For law firms dealing directly with professional buyers is not just about learning through experience, developing a thick skin and learning to accept NO as an answer to every query. Some science can be brought to bear when working with professional buyers. Understanding the drivers of procurement professionals, their natural predicament and their priorities can help unlock the sale and secure a client relationship.

**According to the 2011 Census*



"Jonathan is clearly the procurement doyen of Australia – more professional services firms should seek him out for advice!"

ABOUT YOUR FACILITATOR

JONATHAN DUTTON FCIPS, FCIM
DIRECTOR, JD CONSULTANCY

Jonathan Dutton is the former Australasian CEO of the Chartered Institute of Purchasing & Supply in Australia [CIPSA] and a qualified procurement manager. He will explain what is encouraging the rise of professional buyers, their drivers, and the promises they have made to their bosses.

Learn how you can better manage them, get more from them, and work with them more easily for mutual gain.

Jonathan has successfully worked on both sides of key account management with previous roles including Marketing Director for Regus & Chubb, and Head of Corporate Sales for British Airways and Qantas.

BY THE END OF THIS WORKSHOP YOU WILL UNDERSTAND

- 1 The landscape of professional procurement in Australia & New Zealand
- 2 The nature of procurement managers, their objectives, strategies and drivers
- 3 How to plot where you sit on the procurement supplier positioning model
- 4 The key considerations in how to tender effectively

SEMINAR AGENDA

9AM -
10.30 AM

THE PROCUREMENT INDUSTRY LANDSCAPE

- Who are these procurement people & how do we manage them?
- What is driving them and why? What are their objectives?
- Which are good and which are bad, and why does it matter?

PRE-TENDER

- Managing the client decision making unit (DMU) through Strategic Selling
- Are they willing & able? How to tell, then how to play
- Conditioning buyers and building relationships

11AM -
12.30PM

THE TENDER PROCESS

- Do we play? And if so, how do we win?
- The Bidwrite process - 10 tips for tender success to procurement managers.
- Negotiation techniques procurement managers often use

POST TENDER ACCOUNT MANAGEMENT

- Contract management & Supplier Relationship Management (SRM)
- Key account management
- Competitive advantage from the supply side

LOCATION Grant Thornton - King George Central
Level 18, 145 Ann Street Brisbane QLD 4000

HOW MANY CLE/CPD POINTS WILL YOU EARN?

Subject to specific requirements of relevant State rulings. Attendance at this workshop allows participants to meet their CLE/CPD requirements for Practice Management & Business Skills.

YOUR INVESTMENT The cost of this workshop is \$250 per person plus GST.

FOR MORE INFORMATION OR TO REGISTER:

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This seminar is designed in conjunction with Prodonovich Advisory, and prepared & facilitated by Jonathan Dutton.

OUR CANCELLATION POLICY: Registrations cancelled within three days of a workshop incur an administration charge equivalent to 50% of the registration fee. We reserve the right to cancel workshops due to insufficient registrations.