

Dealing with Procurement

The procurement landscape is changing. There was a time when the focus of procurement was on manufactured goods and raw materials. Now their focus has extended and procurement is involved in the purchase of legal and professional services. As procurement becomes a core strategic function in many organisations, the threat of commoditisation is now a harsh reality.

Dominant, market leading companies report feeling powerless when facing unfamiliar online RFP tools. Adhering to strict tendering rules strips away their differentiation and they struggle to sell the added value services when there is no face to face contact.

In addition, procurement professionals often disregard the value already built with stakeholders in the business. Whilst attempts are made to influence key decision makers outside of procurement, sellers often enter the buying process after the RFP is issued and thus have limited power in this new sourcing environment.

Even worse in some cases lawyers attempting to sell have no client contact at all and deal exclusively with 3rd party procurement consultants that are rewarded on the cost savings they make.

The situation is complicated further by the fact that the role of procurement can range from a core strategic function to an administrative function whose sole responsibility is to manage a process.

Whatever the area of legal advice, you can be certain that procurement will be somewhere influencing the decision. Increasingly, procurement is at the strategic core of the business and the riskiest strategy is to ignore them and hope they go away – they won't and if they only come into the buying process at the end, then all they will do is seek to drive fees down.

This workshop will look at the changing role of procurement and how to engage effectively with your clients' procurement people.

Objectives

- To understand the role of procurement
- To be able to assess the maturity of procurement in client organisations
- To learn strategies and tactics to influence procurement
- To apply learning to new business development.

Course Content

- Introductions
- The changing role of procurement in the purchase of legal services
- Mapping procurement's influence in client organisations
- Buyer analysis
- How clients make decisions
- Managing the RFP and strategies to influence procurement, including online auctions and e-procurement
- Personal Development Action plans.

Duration

1 day

Facilitation

1 trainer to 8 delegates

Group Size

Max group size is 8 to allow the trainers to provide delegates with individual input.

Who should attend

All client facing members who manage key client relationships.