



Are you fit to win big orders from procurement?

Could you get tripped up by a procurement process – or has it already happened?

You spend weeks or even months developing the relationship with a potential client, getting to understand their requirements and helping them decide on an appropriate solution. Then, late in the day, their company's procurement process kicks into effect and you get left high and dry without the order – all your hard work gone to waste.

It's a story we've heard many times.

Modern procurement processes are meant to ensure buyers weigh up many factors, before deciding who will win their order. But for you it can mean that, even if you do have the best product or service, you won't get the sale unless you meet the needs of all the stakeholders in the process. And trying to bypass the process is not going to help.

➤ What will you gain from attending?

This interactive workshop is a safe environment in which to discover the hard truth about your own business and pinpoint what you must do to win more orders from buyers with modern procurement processes.

You will produce a plan of action to boost your own order book. In particular you will identify:

1. How to fill any gaps in your business, product or service that could prevent you winning orders.
2. How to improve your offer and increase your chances of success.
3. How to position your company to win more orders.

What is covered?

- ✓ Demystifying the procurement process so you can make it work for you instead of against you.
- ✓ Understanding the full range of your buyers' needs.
- ✓ Changing your company mindset to one of working with the procurement process.
- ✓ Improving the way you prepare and present your offer.

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Who should attend?

This workshop is designed for business owners and directors, senior executives and managers responsible for sales and business development. It is relevant for all consulting and service businesses, especially those involved in technology, mobile, telecommunications, IT and software.

The workshop can also be run in house, with even greater focus on your own business and sector, enabling a whole team to work together on the plan. Please contact us for further details.

How does it work?

The whole workshop is designed so that you focus on the specific nature of your own business and intended customers from whom you hope to win orders.

After brief discussion of concepts, the workshop involves a series of individual and group activities to help you combine insight from other business leaders with the skills and experience of the TCG team. Using a workbook, which is yours to keep, you will create your own action plan.

Who delivers it?

The course material has been put together by a team of TCG consultants who have decades of experience in senior procurement roles.

The workshop format is designed and led by Patrick Esson, assisted by one of our procurement experts. Patrick is an experienced commercial manager, negotiator and mediator, who has been training and coaching commercial skills and the art of negotiation for over a decade.

i Further details and how to book

For more information and details on how to book please visit:

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TCG is an independent advisor focused on developing a range of procurement and operational solutions to meet the needs of your organisation.

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