

MARKET INTEL

PROCUREMENT INTELLIGENCE SURVEYS

A LITTLE INSURANCE GOES A LONG WAY

Divorce is costly. Don't waste your time on incompatible partners!

When you're targeting a new potential client, it pays to invest in a little advance intelligence on what their administrative and procurement processes are like. Do they value collaborative relationships? Or, are you just the next lower cost "target" they hope to lure through their revolving doors?

How do they evaluate potential suppliers? How's their track record for treating business partners in tough times? How integrated are the marketing and procurement teams? What levels of expertise do their procurement leads have? What kind of professional reputation does their procurement leadership have with industry peers? What type of organizational structure does their company-wide procurement process follow? How automated is their contract administration? How quick and reliable are their payment processes? How involved are the finance and legal teams? What type of contract templates do they follow?

The answers to these and other "administrative" questions matter greatly! Most agencies fail to look too far beyond the visible externals... but trust us, the devil's in the details, so invest in a third-party survey.

Led by David Reese, a procurement expert with more than 23 years of thought-leading experience in the procurement realm, these anonymous Procurement Intelligence Surveys can save your company from wasting valuable time in your search for new business.

INTELLIGENCE BENEFITS

Get critical advance insight into potential clients!

- * What excites and motivates their procurement decisions?
- * Will their internal management processes foster creativity?
- * What will set your agency apart from others to the client?
- * Do they practice price cutting or collaborative cost management?
- * Will their administrative processes inhibit your innovation?
- * Are you compatible partners for a long-term relationship?

SURVEY DETAILS

The cost for this service generally runs from \$1,000 to \$4,500 depending on the size of the client involved and the extent to which telephone vs. face-to-face interviews can be used. Contact us today.

WHERE ELSE CAN WE HELP YOU?

Existing client relationship techniques we can work on together:

- ◆ Shifting your proposal conversations from "price" to "cost"
- ◆ Smartly using transparency to keep your primary efforts focused on creativity & innovation
- ◆ Demonstrating the fair & reasonable nature of profit and other cost elements to your clients
- ◆ Reaping the benefits of a cost-focused mentality for your client... and for you too
- ◆ Establishing a strong relationship foundation with your client based upon shared trust
- ◆ Sustaining cost innovation beyond the first good idea

ASK US HOW!