

# PROCUREMENT 411

## ADVANCED PROCUREMENT INSIGHT SEMINAR

### LEARN TO SPEAK PROCUREMENT

**“Everyone is thirsting to understand procurement.”**

That advice from a senior advertising executive led us to create this one-of-a-kind seminar designed for CEOs and senior agency leaders who need to better understand how to communicate with procurement teams in obtaining new business. Our advice: learn their language... or get left behind.

High-performance companies are continuing to invest in robust sourcing and cost management processes and are increasingly integrating supply management professionals into their marcom processes to help solicit and select new agency partners. As you already know, advertising agencies are increasingly facing tougher cross-functional teams and proposal scrutiny... procurement is almost always involved today.

This tailored seminar is designed to break the perceived barriers you face today with procurement teams and can open a whole new universe of opportunities for your agency in earning new business or in radically transforming your current relationships. Once you understand what the “other side of the table” is thinking, you have the power to change the entire conversation!

Led by David Reese, a procurement expert with more than 23 years of thought-leading experience in supply management, this Advanced Procurement Insight Seminar can help you have amazing “first date” experiences and earn those coveted “second dates” for new business opportunities.

#### AGENDA

##### Typical seminar topics include:

The Rising Influence of Procurement & Why  
Understanding RFPs / Proposal Preparation  
Maximizing Your “Score Card” Assessment  
Changing the Pricing Conversation

#### KEY SEMINAR DELIVERABLES

##### Get significant insight into:

- \* Why CEOs keep procurement teams involved
- \* What excites and motivates their actions
- \* How innovative agencies earn procurement’s trust
- \* What will set your agency apart from others
- \* How you can protect your profit margins
- \* How to create a more rewarding relationship and keep the focus on creativity not administration

### SEMINAR DETAILS

Each seminar is tailored for your unique needs and audience.

The seminars are not abstract theory... they provide very practical and actionable tools, techniques, and procedures that you can implement immediately into your new business strategy.

Typical recommended seminar length is 3-4 hours and is \$450 per person, plus travel expenses. This one-of-a-kind intensive learning experience includes a detailed copy of the presentation materials, plus 30-days of consulting follow-up and phone availability.

You’ll have 24/7 access to discuss anything desired, including implementation advice, strategy adjustments, pitch planning, and preparing RFP responses.

We guarantee your satisfaction! Ask us how.