



THE INFLUENCE BUSINESS

Raise your level of influence

DEMYSTIFYING PROCUREMENT LED PITCHES

Overview

This intensive and highly practical **half-day to two-day programme**, for a **maximum of six participants** addresses the skills required to understand the language and priorities of procurement led pitches. It can be tailored to suit your availability and needs.

Professional Service firms are increasingly required to pitch to procurement professionals rather than only to their peers. Not only does this have its own set of skills and requirements but it also requires a subtle change of mindset.

Aim

To demystify the black art of procurement in the professional services industry and learn how to pitch to and respond to Requests for Proposals (RFPs) from procurement professionals.

Outcomes

At the end of the programme you will be able to develop and deliver a procurement-oriented pitch presentation. To achieve this, you will:

- Understand the language of procurement
- Appreciate the competing priorities of fee-earners and procurement, e.g:
 - o Cost certainty
 - o Measurable metrics
 - o Quantifiable value added services
- Know how to deal with procurement traps
- Better appreciate the balance between cost and quality
- Understand the importance of getting to grips with procurement methodologies and terminology
- Come across better as a team or adviser your client **wants** to work with
- Understand how to improve buy-in from your prospect



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Programme Components

We will address the following areas:

- RFP analysis
- Pitching to procurement
- Procurement-speak
- Procurement priorities
- RFP response analysis
- Identifying evaluation criteria

Methodology

Extensive use is made of video review, practicing consultations and rehearsals with structured analysis of delivery, content and performance. The programme draws on the complementary skills of two Influence Business coaches, one procurement professional and the other who concentrates on creating the impact.



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