



ACADEMY of
PROCUREMENT



Commercial Acumen

2 Day Virtual Course

Make better decisions, more often.



AU\$ 395

per person
for online purchase
(+ GST)

ONLINE
PRICE

FOR COMMERCIALLY SAVVY PROFESSIONALS

Build your 'nous' and sharpen your commercial acumen!

This course will develop participants' existing capability in planning and executing commercial arrangements.

Introduction

These sessions explore:

- commercial acumen for the procurement process from start to finish; and
- the behaviours and methods that can be deployed throughout the life-cycle to strengthen the decisions made.

This course is aimed at:

- Entry to intermediate level

Including those:

- working in a commercial context, whether as a client or in a procurement role;
- curious about sales tactics and strategies; and
- who want to extract more value from their budgets.

Course structure

Course duration:

- Total 8 hours over 2 days
(Session breakdown: 4 x 2 hours)

Format:

- Virtual course with a maximum of 20 people

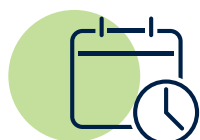
Course facilitator:

- Paul Rogers, FCIPS



Content designed to maximise the transfer of knowledge from *‘workshop to workplace’*

This is what's involved ...



Short course

8 hours total
over 2 days



Relevant content

Real life
case studies



Online convenient

Virtual face-to-face
sessions



Practical

Exercises to apply
in your workplace



Breakout sessions

Fun activities,
quizzes and discourse



Expert advisor

Trainer-facilitated
discussions

Payment methods	Individuals	Groups (min 15, max 20)
 Pay online	\$395 p/person	\$295 p/person (starts at \$4425) AMAZING VALUE
 Pay by invoice	\$595 p/person	\$395 p/person (starts at \$5,925)

All prices exclude GST

[BOOK YOUR PLACE HERE >](#)



Approved

This course is approved by the Queensland Government and is made available under a Standing Offer Arrangement (SOA) QGP002-2018 to all Australian Government Departments and Agencies at Federal and State Level.

Make better decisions, more often

Learn the concepts, techniques and tactics behind commercial acumen.

When these are practised in a commercial setting, they lead to **better commercial outcomes**. Commercial acumen is an umbrella term that combines mind-set, understanding and behaviours.

Benefits of attending

The course examines 'both sides' of commercial deals – supplier and buyer side. Knowing the strategies of each party helps you to manoeuvre through the tactics with confidence and gives you the edge.

You will learn:

- ✓ how to **demystify the motivators** affecting both sides of the buyer/supplier interface gives you leverage;
- ✓ to improve your ability to **execute processes** that will deliver better business outcomes - fast;
- ✓ how to **apply these strategies practically** and improve your 'decision making nous' resulting in better and smarter judgements;
- ✓ to improve your ability to **execute processes** that will deliver better business outcomes - fast;

In turn, this will help you:

- ✓ **accelerate** toward achieving your goals quickly and skilfully.



2 Day Session Format

Session 1

10.00am - 12 noon

Session 2

2.00pm - 4.00pm

Participant engagement is a key goal!

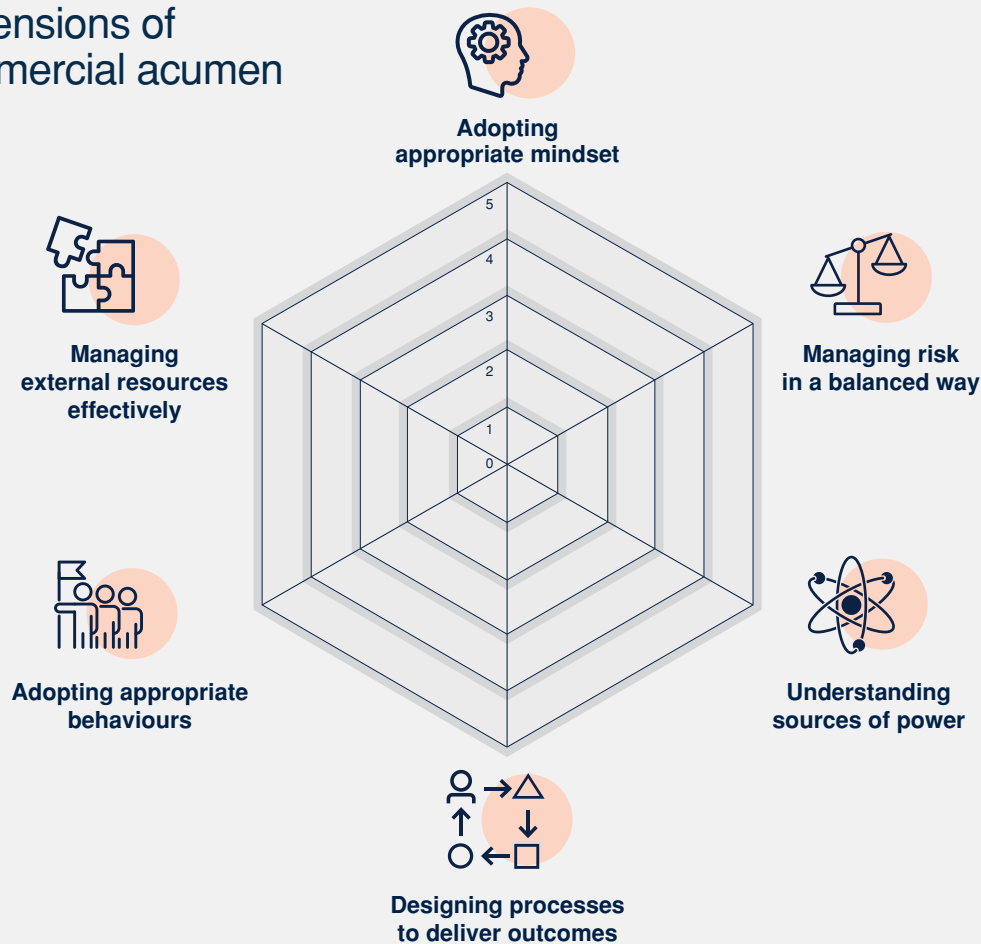
No activity will last more than 20 minutes, creating a *fast-paced, exciting and interactive* experience.

- ✓ Practical exercises
- ✓ Relevant case studies
- ✓ Fun quizzes
- ✓ Facilitated discussions



Here's what you will learn

Dimensions of commercial acumen



On completion, you will be able to:

1. Define commercial acumen **and apply it** throughout the **buying cycle**
2. Describe a **range of pricing methods** that suppliers may adopt. **Plus** diagnose potential supplier strategies.
3. Understand the **balance of power** between buyer and supplier. **Appropriately engage** with the supplier and/or market.
4. Understand the **pros and cons of different contracting options** to deliver the required outcomes
5. Deal with **poor supplier performance** in a commercially-minded way and get performance back on track (while enhancing the relationship).



Four sessions over two days

Session 1 - 10.00am - 12 noon

This first session defines commercial acumen and explores some supplier tactics.

- Overview of Commercial Acumen
 - Dimensions of Commercial Acumen
 - > Understanding Structural Power
 - > Adopting an appropriate mind-set and behaviours
 - > Motivating the supplier
 - > Managing information flows
 - Managing disclosure
 - Setting up a contract for success
 - Understanding suppliers' pricing strategies
-

Session 2 - 2.00pm - 4.00pm

The second session focuses on understanding how suppliers relate to their customers and then balances that with the equivalent perspective from the client's point of view.

- The supplier's perspective
 - > Understanding what makes an account 'attractive'
 - > Strategies appropriate for different types of account
 - The 'cost to serve'
 - > What makes the Organisation easy (or difficult) to deal with?
 - > How 'cost to serve' erodes margin
 - > How suppliers decide when to absorb costs and when to pass them on
-



"It gave me a totally different perspective outside of just following process."



"A fantastic course! Gives you great good insight into supplier behaviours."

Session 3 - 10.00am - 12 noon

The third session focuses on reconciling the twin perspectives of client and supplier in order to understand the balance of power between the parties.

- Reconciling perspectives
 - > Diagnosing the supplier's orientation
 - > Compatible strategies; when the Organisation and supplier are aligned
 - > Incompatible strategies; when the Organisation and supplier are not aligned
 - Options for the Organisation
 - > Accept the mismatch of strategies
 - > Avoid the mismatch
 - > Change the supplier's strategy
-

Session 4 - 2.00pm - 4.00pm

The fourth and final session explores post-award contract management. Participants explore some of the commercial and contract management strategies that may be appropriate to deal with a poorly performing supplier.

- Managing the contract life cycle
 - > Managing the kick-off meeting in a commercially aware way
 - > Dealing with poor performance
 - > Closing out contracts
 - Consolidation of content
 - > How does commercial acumen "fit together"?
 - > Revisit of the dimensions of commercial acumen
-



*"Excellent presenter.
Humorous with relevant case
studies and stories."*



*"It is a great course with a lot of
valuable information on managing
minor and major contracts."*

Meet your facilitator

Paul Rogers, FCIPS



Specialist in: Negotiation, Commercial Acumen, Procurement Leadership, Stakeholder Influencing

Qualifications: BA in Organisation and Management Studies (Honours), FCIPS, FRSA

Paul is a thought leader and an experienced consultant with a track record of innovation and successful engagements developed over 35 years.

Paul has worked in more than 20 countries and is an internationally acknowledged expert on procurement and negotiation.

As a consultant, Paul has a track record of leading consulting teams, winning work through stakeholder engagement and through completing bids, and in delivering successful assignments. He delivers solutions, services and tools to organisations in both the public and private sectors.

Sectoral experience includes national government (in New Zealand), and in Australia Federal Government Departments, State Governments, Local Authorities, Defence, Universities, as well as blue chip private sector clients, SMEs and third sector organisations.

Paul knows what 'good' looks like. He coaches to improve performance and achieve greatness. This applies to 'hard' procurement content and 'soft' interpersonal skills.



"Paul is a highly regarded negotiation professional, coach and mentor. He combines strategic planning and meticulous preparation with a wealth of diverse business experience and sophisticated commercial acumen to achieve a mutually acceptable level of value and risk."

Billie Gorman FCIPS



"Paul's negotiation skills are legendary, both in terms of the amount of preparation and planning to ensure that the appropriate relationship is delivered during the negotiation, as well as delivering on expected outcomes."

Gordon Donovan FCIPS



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You'll be outsmarting the competition
in no time.



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