

Buying Wisely

LIVE ONLINE CLINIC



Clinic Overview

Choosing which providers your organisation will depend upon for many years is a critical activity. Vigilant selection delivers the best match - if your organisation truly knows the market and what it wants. The offers received reflect the quality and clarity of information you provide - in other words 'garbage in - garbage out.

Successful tendering is not an auction (selling off work to the lowest bidder) – it is about getting the lowest price with a superior supplier under a fair contract with sustainable solutions. This hands-on clinic will deliver the key techniques for successful procurement and tendering designed to assist you to determine the most effective techniques for your organisation.

Outcomes

1. Take a strategic approach to tendering
2. Build and manage your bargaining power to solicit better bids
3. Plan the tender stages from ROI to BAFO and everything in between
4. Prepare an effective request (RFx) and facilitate the best responses
5. Devise the right evaluation criteria
6. Conduct the evaluation in the most efficient and effective manner.
7. Become an informed buyer who knows the market and whose expertise your business can depend upon.

Testimonials

"Highlighted that although I've been a procurement officer for a number of years, in so many ways my experience has been limited"
Manager of Contracts & Tendering, Dept of Treasury

"Well organised and appropriate and training material. Good real-world conversations and examples."
CPO, Carnegie Clean Energy

"Very practical and pragmatic. Examples are very modern and up to date. Sara has a lot of experience and I love her pragmatic and realistic approach. Very practical examples making concepts easy."

Senior Procurement Manager, Dept of Finance

"Sara was a great inspirer. Provided relevant information and useful experience/lessons to assist in learning. Sara was clear, concise and to the mark Invaluable perspectives from both client and suppliers' points of view."

Assistant Director ICT, Dept of Veterans 'Affairs

"Sara is very relatable, positive, with vast experience. Super helpful. I now have a better understanding of possible tender stages and can reduce our tender template size and waste."

IT Vendor Specialist, Monash University

Clinic features

The clinics are interactive and designed for the online space. Capability is built through action learning spread over a few weeks to learn *and apply* over a short time.

- 3x3-hour live sessions – one each week
- On call support for challenges to be achieved each week
- 1-hour quick win/fail fast session post clinic

CLINIC COURSE OUTLINE

This practical, intermediate course is designed for professionals who are responsible for tendering specification, process or evaluation, procurement, contracts, purchasing and supply, service level agreements and strategic alliances/partnerships/joint ventures.

Be an Informed Buyer and understanding markets

Many buyers operate at a transactional level, executing tenders as a task rather than strategically understanding the how best to leverage the market.

- Choosing the best horses for your race
- How providers are structured, bid, and operate for profit
- The Winners Curse and the Iron Triangle drives everything

Stages – becoming informed and efficient

The best way to be efficient is not to do unnecessary things. Staging tenders is the way to do this

- The 5 stages and how they work for you and the market
- When to make it easy to lose vs hard to win

Criteria and going to market – driving the right result

We often forgo informed buying with the expectation that templates get the same result faster. This is untrue. The work we do here forces becoming informed and collaboration with our people.

- Mandatory, qualitative, and financial criteria
- Writing the right questions
- Simple tender formats that drive better results

Evaluation – choosing the best sustainable outcome

We go through various techniques that get the right answer. We also role play being a bid respondent, so that you can get into the heads of bidders,

- Scoring techniques
- Passive and active evaluations
- Value for money selection

Action



ABOUT DR CULLEN



Dr. Sara Cullen is a global authority having helped 165+ organisations, spanning 51 countries, representing \$18 billion in contracts. She is also leading author of 19 books and 151 best practice and research publications.

Sara has been featured in the Australian Financial Review, Directions in Government, Information Economics, New Accountant, Property Australia, Oxford Handbook, and Strategic Asset Management.

She was a National Partner and Global Thought Leader at Deloitte. Sara now performs research with the University of Melbourne and London School of Economics in addition to running The Cullen Group.

Sara has a PhD, a MBA, and BSc. She is a Chartered Accountant (US) and Certified Mediator. She is a Fellow at the University of Melbourne, an Assoc. at the London School of Economics, and is a Fellow at the World Commerce and Contracting association (formerly IACCM).

Want to know more?

Contact Dr Cullen on
+61(0)416107s185 or
scullen@cullengroup.com.au.

THE CULLENGROUP

© The Cullen Group 2020-2022