

THE IN-HOUSE TRAINING COMPANY

Developing commercial awareness and skills in the public and third sectors

Overview

To survive today, any organisation needs not only to be customer-focused, but to actively seek new and innovative solutions to gain a competitive edge. This is especially true in the public and third sectors. This two-day programme is designed to give participants an appreciation of the need for a more commercial approach across the organisation and the need to develop the associated skill sets.

Learning objectives

This course will help participants:

- Appreciate and assess the commercial strengths and weaknesses of the organisation
- Understand the market position of the organisation, its brands and USP
- Understand how the individual's role fits into the wider context of the organisation
- Understand the immediate market in which the organisation operates
- Analyse competitors, suppliers, and customers
- Appreciate the importance of environmental scanning
- Become aware of how external factors affect the organisation
- Appreciate the basic relationship between costs, price and profit
- Understand sustainable cost reduction and maximisation of profit
- Understand the concept of total cost of acquisition
- Understand the key elements of a valid contract
- Be aware of the difference between express and implied terms
- Understand how express clauses can benefit the organisation by improving contract management and reducing risk
- Understand the legal remedies available in the event of contract failure
- Understand the need for pre-negotiation preparation in terms of understanding organisations' needs and investigating suppliers' situations
- Look at different negotiating styles, where they are appropriate, and their likely impact on future commercial relationships
- Understand the principles and practice of risk awareness and risk management
- Identify the risk culture of the organisation
- Understand how to identify, assess, and mitigate risks
- Understand the importance of risk management and the participant's role in the process

Who should attend?

It is often the employees closest to the customer who know what the customers want and can make a valuable contribution to improving the business offering. Employees therefore need to be aware of how their role in the organisation can play an essential part in its success, both now and in the future. This programme is designed to enable such staff to develop their commercial awareness and associated skills.

Course format

The expert trainer adopts a proactive, participative, and participant-centred approach with emphasis on the practical application of the tools, techniques and templates discussed. The learning needs to be embedded into the fabric of the organisation and the trainer uses context-based case studies and other tasks to achieve this.

Expert trainer

Ray runs his own international training and development consultancy, made up of 25 specialist consultants. A prolific author, his fourth book, *Practical Contract Management*, with Steve Kirby and Alan Oxenbury, was published in 2012. He has also had numerous articles and papers published in journals such as *Supply Management* and the Centre for Advanced Procurement's *Praxis* publication.

Ray is Chairman of the Procurement Best Practice Forum, which is made up of many large blue-chip organisations, the purpose of which is to identify and disseminate supply chain management best practices. Ray's now famous '10 Cs' of supplier evaluation model, first published in 1995, has become an accepted model for the evaluation of suppliers and contractors and has been adopted by many organisations. It is also part of the CIPS level 4 syllabus.

In recent years, he has undertaken training and consultancy assignments across the UK and around the world for organisations such as DWP, NHS, Shell, Lucas Engineering and Systems, the Chartered Institute of Purchasing and Supply, BRC, Nederlandse Aardolie Maatschappij.B.V, Abu Dhabi Company for Onshore Oil Operations (ZADCO), NDC, UK Intervention Board, Ericsson, British Aerospace, Marconi, BBC, Magnox, Ordnance Survey, Chevron, Caspian Pipeline Consortium, Tengzichevroil Company, Medway Council, Coca-Cola and Shell International BV.

Special features

The content of this course has been cross-mapped with IACCM competency frameworks and other relevant international standards and benchmarks.

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

© The In-House Training Company / the trainer

THE IN-HOUSE TRAINING COMPANY