

# Martin And David's Tips – How Best To Deal With Procurement Professionals



Martin Webb has over 30 years' experience as a procurement professional at senior executive level and David Webb travels the world helping senior people in professional services to negotiate better deals with their clients.

Together they run events aimed at helping sellers in professional services to understand and manage purchasing professionals better.

Here are their tips for dealing with procurement professionals.

1. Have a clear understanding of where procurement fits into the big picture. Does this person make the final decision or is that left to the budget holder (such as the CFO for an audit)?
2. Have a clear understanding of the procurement process. How is your offering to be judged? What are the 'Order Winning Criteria?'
3. Where does this service appear in the criticality model? How much power does the seller have and how much power does procurement have?
4. Ensure that you have understood the business needs and focus on offering solutions to these issues.
5. Have a clearly defined *Unique Selling Point*. Avoid saying things like "We have the best people" as this does not impress anyone let alone procurement professionals.
6. Spend sufficient time in preparation and planning when meeting procurement. They will!!
7. Expect them to tell you that you are "Too expensive". They will never say the opposite.
8. Avoid changing your price or your proposal too quickly. Impress them with your belief in your offering.
9. Make sure that, if you have to concede something, you get something back from them as a concession. Avoid making it too easy.
10. In the long term try and get procurement involved early on in the project. The later they enter the 'buying cycle' the more they will concentrate on adding value by reducing your price!