

Communication Intelligence for Procurement professionals

The 2 most difficult obstacles for procurement professionals are internal and external communication. These 2 are above a lack of focus, cost control and a lack of a solid procurement process. ProcurementBulletin



People are the essence in procurement. It might sound like a cliché, but people make the difference. People give better deals to people that they like and feel easy to communicate with. Therefore our communication is the main contributor to the success of our procurement. BUT even after years and years of training people in procurement methodologies and their company policies on procurement, people still get it wrong. We see people working very hard, following their methodology and policies and still concluding below average deals. So what are the differentiating factors of the top achievers in procurement? Below a graph of how small the percentages are for procurement professionals attending to critical issues in procurement. Notice the amount of times that communication plays a role.

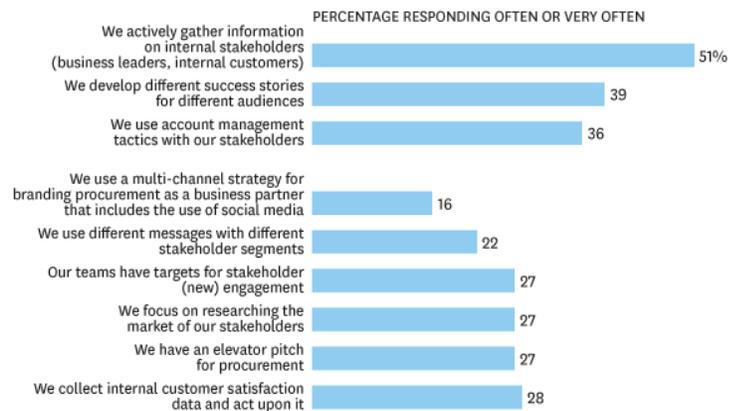
6 out of 10 procurement specialists lack effective communication skills. That does not even include people at all levels of procurement.

.... CIPS

The impact on the morale of people can never be measured, especially if they followed the methodology, have all the skills and took all the precautions.

Just a 2% improvement in procurement has a dramatic impact on the profit.

The true benefit ... success breeds success.



SOURCE PwC 2013

HBR.ORG

... and with a final statement of “Looking ahead, procurement managers will have to change the way they approach suppliers and business peers; being a strategic business partner means so much more than negotiating a discount.” the Harvard Business Review so clearly spells out that it is all about communication. We are not talking about a communication process, e.g. once a week an email, minutes of meetings, getting internal needs, doing needs analysis, agendas, etc. That fits into a procurement methodology. We are talking about communication that influences and persuades people, that builds relationships, that lets your suppliers want to work with you. Communication that creates and sustains great supplier relationships.

The most important contributor to success in communication is the ability to understand people and in the process of doing that, change our communication appropriately. **We all differ in our approaches to communication due to the fact that we all have certain preferences in our communication.** By understanding this, we can now change our own approach and make it more appropriate to any person/s we are dealing with and in that, greatly enhance our success. This workshop will show you how to effectively communicate in a way that influences all people.

The Commerce Edge differentiator : Most people struggle to address communication effectively. Commerce Edge utilizes the 2interact communication model. This provides a framework for communication to understand communication better, then it shows each individual where their preferences are on the framework and finally we make it real and practical for your company and procurement requirements.

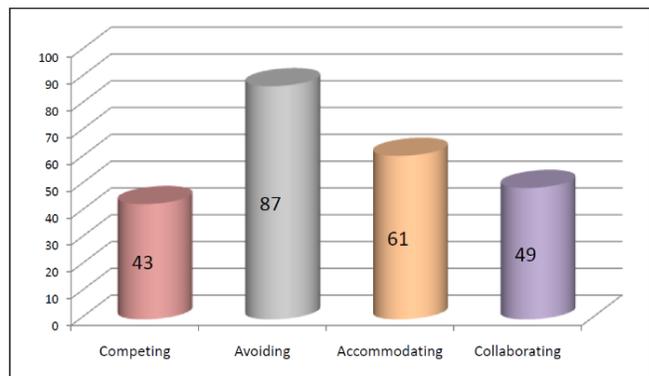
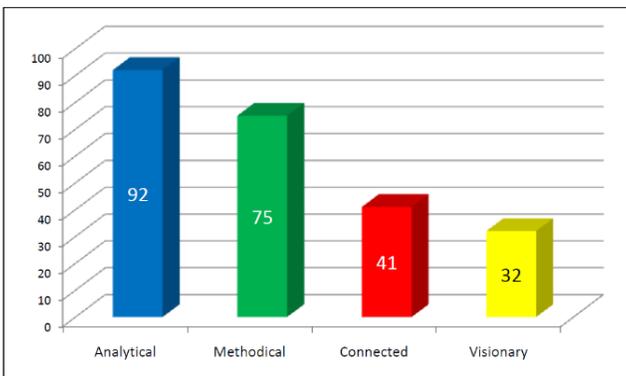
Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for their environment. The workshop uses the profile as the basis for understanding how people differ in their communication. This is critical for every procurement professional that wants to be successful. In addition (if applicable) a team profile will be generated to show tendencies within the team as well as tendencies of the team with other people or teams.

The profile shows preferences in 2 areas, namely the style of communication and the behavior in communication. Below are quick descriptors of the profile as well as typical preferences in communication graphs. There is no right or wrong, but understanding your own preference will allow you to change your approach.

The Styles of Communication



The Behaviors in Communication



This 2-day workshop focuses on making communication principles practical. Areas addressed:

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Different styles and behaviors in communication 2. Understanding other people's and your own 3. Applying preferences in communication to your procurement methodology 4. Making the styles of communication and the behaviors in communication practical for your company and the types of procurement you do | <ol style="list-style-type: none"> 5. Making the styles of communication and the behaviors in communication practical for every interaction point in your methodology 6. Trust and Ethics in procurement and making it practical 7. Influence and Persuasion techniques 8. Listening skills 9. Attitude and believing in yourself |
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➤ **Who should attend?** All people associated with procurement.

Customer statements

Communication is the life blood of any good procurement practice. We have been talking about this for years and never really used/found a model that is simple and easy to understand, yet very effective. 2interact created a communication model that is well researched, innovative, yet very practical in procurement. It is easy to understand, yet very effective. Well done 2interact. - Commerce Edge

Absolutely fantastic. - First National Bank

Fantastic, worthwhile course that can be used in your home and work environment - thanks! - Dimension Data

Amazing research, great models, practical and a brilliant presenter. Thank you 2interact. - Serena

The understanding of the human element in any interaction is critical. This was used as a basis and will dramatically improve our relationships and hence performance. - T-Systems

In the session with 2interact we already saw how we have negatively influenced our project's performance. This will have a real impact on our success. - SQS