



Aligning Supply Chain Management with Business Development

Achieve a WIN-WIN
for Procurement and
Sales

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Aligning Supply Chain Management with Business Development

Achieve a WIN-WIN for Procurement and Sales

Designed to bring together Supply Chain Management practitioners and Business Development professionals and to develop an understanding of how, by working together, they can accrue the benefits of long term business relationships, built on trust and a culture of collaboration.

The workshop uses tools such as Pareto & Porters 5 forces and delegates will learn how to use these Business Improvement tools to gain an understanding of each other's needs and how to ensure that these needs are met in a way which will deliver the classic WIN/WIN situation.

The workshop is interactive with a great deal of delegate participation, designed to show how procurement departments and sales people alike can benefit from understanding each better and by working in collaboration at achieve better commercial outcomes both parties.

By mixing delegates from both procurement and sales backgrounds the workshop also fosters an environment where discussion and dialogue between delegates raises appreciation of how they hinder each other's progress and encourages them to look at better ways of doing business with each other.

"Tell me and I will forget. Show me and I will remember. Involve me and I will learn"



ALIGNING SUPPLY CHAIN MANAGEMENT WITH BUSINESS

Using the premise that a supplier is a potential resource for a client and that a client is an enabler for their suppliers, the workshop looks at how a good supplier/client relationship can add value to both parties.

THE WORKSHOP WILL LOOK AT..

What is Supply Chain Management?

What is Business Development?

Why work in Collaboration?

Understand where your product and company is placed in the Supply Chain

Initiate reviews of your key supply chains

WORKSHOP OBJECTIVES

By the end of this workshop the delegates will be able to:

- Understand tools that can be used to develop an understanding of each other's motivational drivers and aspirations
- Appreciate how collaboration can build long term relationships between client and supplier, to the benefit of both
- Match product/service solutions to customers individual needs and buying styles
- Achieve a better outcome for the entire supply chain

Testimonials

"Mr Les Haswell is a knowledgeable and experienced professional trainer who continuously link theories to practical cases out of his own experience, as well as designing the course material to trainees' need" CEO, President – RAM Energy

"Les was the facilitator of a workshop I have attended in Malaysia, his presentation capabilities together with his extreme experience in Supply Chain Management and Business Development made every single information easily understood and digested. All what I got from Les I used efficiently right away after"- Bashir Siddig
Contracts, Procurement and Logistics Manager



ALIGNING SUPPLY CHAIN MANAGEMENT WITH BUSINESS DEVELOPMENT

DAY 1

ICE BREAKER & INTRODUCTIONS

Delegates will take time to introduce themselves and to “get to know” each other. They will have the opportunity to set out their personal objectives for the course.

WHAT IS A SUPPLY CHAIN?

Definitions of Supply Chain management & Business Development
Internal & External Supply Chains
How a Supply Chain flows
Supply Chain Relationships

MORNING BREAK & NETWORKING

PROJECT SUPPLY CHAIN

Looking up & Down the Supply Chain

LUNCHEON

THE SUPPLY CHAIN EFFECT

Internal Supply Chain

- ✓ Who else in my business can help me

External Supply Chain

- ✓ How can I add value to my client
- ✓ Thinking like your client

PROJECT SUPPLY CHAIN

The effect of poor Supply Chain Management on Project performance and cost

BASICS OF SELLING

Who are we selling to – Understanding our clients

What are we selling – Features & Benefits

Why are we selling – Getting to know our clients' needs

COLLABORATION

The potential benefits of collaboration across the Supply Chain

REFRESHMENTS & NETWORKING BREAK



SUPPLY CHAIN MANAGEMENT

Establishing current market position
Understanding and using Porters 5 Forces
Pareto Analysis of Spend and Revenue

END OF DAY 1

DAY 2

WARM UP & HEALTH CHECK ON DAY 1

CLIENT/SUPPLIER RELATIONSHIPS

What does my client want/expect from me?
How can I meet my client's expectations?
What does my supplier think of me?

MORNING BREAK & NETWORKING

GETTING THE BEST DEAL

The Common Law of Business Balance
Getting the best Technical Package
Negotiating the best Commercial Deal
The Tendering Process
Cost of Invoicing

LUNCHEON

MANAGING CLIENT RELATIONSHIPS

Building trust
CRMs

CHANGE MANGEMENT

When the status quo is not an option
Change Management Strategies

REFRESHMENTS & NETWORKING BREAK

GROUP WORK

The group will work on case study with objectives
Based on the course content

IMPLIMENTING CHANGES

17.00 – END OF WORKSHOP



ABOUT YOUR COURSE FACILITATOR

Les Haswell is the Managing Director of Les Haswell Consulting which provides support, consultancy & training services in improving the processes for sales, marketing, business development, business processes and supply chain management. He is a proven salesman, business developer and relationship builder with a track record of success stretching back for around 30 years.

Much of Les's work over the past 12 years has been geared towards assisting businesses to do more business, more competitively in new overseas markets. He has been providing consultancy and event management services to the Oil & Gas industry as well as UK and Norwegian government agencies. He set up and managed the Energy Industries Council office in Aberdeen before joining LOGIC as a Supply Chain Management Advisor. Les worked as part of a team set up by a joint government/industry test force to look at competitiveness within the industry and ran workshops and in-company assessments as well as industry events

Les's knowledge of the Oil & Gas sector has been gained by working in the sector for almost 30 years. Over that period, Les has undertaken a number of roles in the areas of, Sales, Business Development, Business Process Improvement, Supply Chain Management and Internationalization. Having served an engineering apprenticeship in the aviation industry, Les embarked on a career in sales. Les worked initially with Dexion Ltd where he received his first formal sales training and eventually began selling into the Oil & Gas industry, initially downstream and latterly more focused on the upstream sector. He has had experience of selling to international oil companies and EPC contractors in the UK, Europe, USA, Middle East, Mexico, Venezuela, Brazil, North Africa and the Caspian Region.

Les's business development and sales experience to date includes working in the areas of:

- Process Control Systems
- Pipeline Management Systems
- Management Information Systems
- Technical Documentation
- Maintenance Management
- Competency & Training

Papers that Les has presented in various conferences include the following topics:

- Introduction to Supply Chain Management
- Strategic Business Development
- Best Practice Procurement of Offshore Inspection
- New Markets, New Ways

Les is a people person – he believes passionately that people buy from people and that on that basis, people should sell to people. His sales training material reflects this with a strong emphasis on client/supplier interaction and building long term relationships.