



# ADVANCED PURCHASING SKILLS

Mastering the art of purchasing to deliver competitive advantage

July 11-12 2011 | ParkRoyal Hotel, Kuala Lumpur

## WHY YOU CANNOT MISS THIS COURSE

As the focus on purchasing effectiveness and the expectations and demands of senior management increase there has never been such an acute awareness of the need to manage supplier resources to achieve maximum advantage.

In this course we will examine the key drivers of purchasing performance, identify the tools and techniques that support the delivery of competitive advantage and provide delegates with the skills to manage a purchasing team.

## SPECIAL TAKEAWAY

Participants to this course will receive a personal purchasing assessment based on the Maguirelazz Purchasing Profile – a comprehensive evaluation of strengths and weaknesses on 20 aspects of purchasing that has been completed by more than 100 purchasing professionals in 100 companies worldwide.

## PRE-COURSE QUESTIONNAIRE

In order to clarify your learning objectives and ensure you get the most out of this training, you will need to complete a Pre-Course Questionnaire stating your knowledge of the subject, level of experience and other relevant issues. The course leader will analyse your form to ensure that the course covers your needs accordingly.

\* This course is HRDF claimable

Follow on us



## TESTIMONIALS

*"I turned up not expecting anything new – the speaker really made me think about things in a whole new light";*  
**Lawyer, Tupras Turkish Petroleum Refineries Corp**

*"Great course, I learnt a lot."*  
**Legal Advisor, Cairn Energy Plc**

*"A fantastic programme with tips and tools I can use immediately in the work place";*  
**Purchasing Manager, Shell MLNG**

*"Thought provoking, attention grabbing, going back to the job with a new perspective."*  
**Contracts Manager, AGIP**

*"A potentially very dry subject communicated in an interesting and involving manner."*  
**Tendering Coordinator, Fugro Survey BV**

*"A well presented and structured course giving some refreshing new ideas and views."*  
**Contract Manager, Aker Kvaerner**

*"Very helpful training course. Gives me a better understanding of the process of preparation, negotiation and drafting."*  
**Deputy Director, State Oil Company Suriname NV**

## TRUEOFFER!

**Book and pay by 31st May 2011-USD 1495 per delegate, save USD 500**

1st June 2011 onwards, USD 1995 per delegate

*\*Strictly limited to 25 delegates per session!*

# ADVANCED PURCHASING SKILLS

## WHO SHOULD ATTEND

- Directors, VPs, Heads, Senior Managers and Managers of:
- Procurement
- Purchasing
- Sourcing
- Supply management
- Distribution
- Imports & Exports
- Logistics
- Transportation
- Stock Management
- Materials commodity

## FROM

- FMCG
- Retail
- Pharmaceutical
- Electronics
- Semiconductor
- Manufacturing
- Automotive
- Oil and gas
- Construction
- Telecommunication
- Food & Beverage

## KEY BENEFITS OF ATTENDING

During the programme we will build a framework to target and manage purchasing and supplier resources. Specifically we will examine:

- Building a purchasing strategy
- Strategies for the different types of purchasing requirements
- The problems with competitive tendering
- Avoiding the pitfalls of competitive complacency
- Setting budgets for the purchasing function
- Measuring purchasing performance
- Establishing the skills required of purchasing staff
- Establishing a supplier management programme
- Targeting resources to maximum effect
- Benchmarking the purchasing function

## ABOUT YOUR COURSE FACILITATOR

**Rob** began his consulting career with Price Waterhouse and was subsequently part of Ernst & Young's global commercial practice. During this time Rob worked on complex off shore Oil and Gas agreements, joint ventures and procurements in the North Sea with Statoil, Chevron and BP among others. In 1996, Rob has become increasingly focus on commercialisation and complexity in business relationships as a result of globalisation and outsourcing. Rob has continued to work in the Oil and Gas sector and has worked to deliver training and contract management support in Malaysia with Shell MLNG and to a variety of Oil and Gas operating companies and contractors working in the Middle- East, Eastern Europe and Nigeria. Rob specialises in contract design and contract management. In the past two years he has provided training and coaching covering service level agreements, contracting and negotiation to more than 200 people in the Oil and Gas (and similar) industries each year representing more than 50 of the leading companies in the industry.

Participants to Rob's training programmes include management and staff of most of the well-known names in the industry and include representatives from Legal, Operational, Finance and Commercial disciplines, including:

- AGIP • AMEC plc
- Aker Kvaerner • British Nuclear Fuels
- BG plc • British Petroleum
- Elf Oil • Maersk
- Marathon Petroleum • Mobil Oil plc
- Petronas • RWE
- Shell UK / MLNG
- Statoil

He is a brilliant problem solver, inspirational and forward thinking. His innovative thinking and approach have lead to stunning business improvements for his clients, and broken stalemates in many commercial negotiations. His ability to motivate and drive results from the most unlikely candidates vis superlative. He has just published Eat the Ugly Frog, a pocket book of 101 negotiating tips.

## Register Now

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F: +603-2711 0703

E: johnk@trueventus.com

# DAY 1

As a start to the seminar we will review how the purchasing process and the organisation of purchasing has changed over the recent past and consider how this impacts on purchasing staff in terms of skills, roles and organisation.

## SESSION ONE: THE FUTURE OF PURCHASING

- The changing role of purchasing
- Managing supplier knowledge and expertise
- Implications for purchasing staff and management
- To centralise or not - different approaches to the organisation conundrum

## SESSION TWO: PURCHASING STRATEGY

Strategy is frequently mentioned and infrequently delivered. In this session we will explore the key elements of strategic analysis and build a tool-kit to assist participants to deliver a purchasing strategy that is right for their business.

- Defining the strategic horizon
- Prioritising purchasing expenditure
- Segmenting expenditure
- Mirroring the supply market
- Services, Capital, Sub-contract and Outsourcing
- Customerisation of the strategy

## SESSION THREE: ACHIEVING VALUE FOR MONEY (I) – DEALING WITH THE PAST

More and more, purchasing organisations are finding that conventional approaches to achieving value for money are delivering a sub-optimal solution. In this session we will focus on the weaknesses of managing purchasing through competitive tendering and consider the circumstances when this approach is best applied.

- The problems with competitive tenders
- Alternatives to tendering
- Operating a successful tendering programme
- Evaluating competitive tenders
- Post-tender negotiation

## SESSION FOUR: ACHIEVING VALUE FOR MONEY (II) – ALTERNATIVE APPROACHES

Best practice requires organisations to be flexible in the manner in which they manage their suppliers and expenditure. In this session we will examine the alternatives to tendering and consider the criteria purchasing managers can use to choose their approach

- Building confidence in the management group
- Total cost of acquisition
- Cost modelling and target costing
- Sources of information
- Market tracking

## PROGRAMME SCHEDULE

0830	Registration and coffee
0900	Morning session begins
1030	Morning networking break
1300	Networking luncheon
1400	Afternoon session begins
1530	Afternoon networking break
1730	Course concludes

# DAY 2

## SESSION ONE: THE SUPPLIER MANAGEMENT PROCESS

Suppliers are not selected. They are recruited. Successful recruitment requires purchasers to focus on the competences required of a supplier and to be able to predict who are those who will be able to bring improvements to the business in the medium and long terms. This session proposes a model of supplier segmentation based on the attitude they have to our business and the energy they apply to delivering our needs.

- Assessment Vs Certification
- Identifying key competences
- Identifying Player-Partners
- Making partnerships work
- Dealing with Cynics and the Walking Dead

## SESSION TWO: ESTABLISHING A SUPPLIER DEVELOPMENT PROGRAMME

Suppliers can become an invaluable source of ideas, innovation and cost reduction. However, experience shows they will only do this in response to a carefully managed and targeted programme that identifies potential Player-Partners and provides a road map to improved business success. This session will help participants develop the key elements of such a programme

- Key elements of a supplier development programme
- Forecasting the future state
- The profile of tomorrow's supplier
- Prioritising improvement
- Supplier profiling

## SESSION THREE: CATEGORY MANAGEMENT AND STRATEGIC PROCUREMENT

Purchasing has a greater role to play than simply buying what it is told to. Best practice purchasing teams across the world are adopting the tools of Category Management and strategic Procurement – putting purchasing at the front of the commercial success of their organisation.

- Purchasing as a business discipline
- Extending the purchasing footprint
- Business performance tools
- Team based procurement.

## SESSION FOUR: INTERNAL MARKETING OF THE PURCHASING FUNCTION

As purchasing staff extend the boundaries of their remit into a wider arena of outsourcing, professional services and non- cost of goods sold materials the importance of working in partnership with the different functions in the wider business become more important. This session looks at how to create demand for purchasing services and provide support and leadership to budget holders to achieve best value for money.

- Establishing stakeholder requirements
- Branding the purchasing function
- Channelling purchasing
- Process leadership
- Purchasing staff as VFM consultants

## SESSION FIVE: PURCHASING PERFORMANCE MEASUREMENT

Purchasing is about more than savings – or is it? In this session we will examine the difficulties of measuring purchasing performance and discuss whether savings are the same as business benefits and the implications for budget holders when purchasing gets involved.

- Setting budgets for purchasing
- Benefits Vs Savings
- Capturing benefits
- Estimating resource requirements
- Carving out your niche

## SESSION SIX: BENCHMARKING PURCHASING PERFORMANCE

Benchmarking is a buzzword. In this session we will consider the requirements of an effective benchmarking programme and illustrate with examples the role that creativity plays in achieving step changes not just continuous improvement.

- What is benchmarking
- Pitfalls
- Best practice benchmarking
- Establishing benchmarks
- Avoiding the "lunch club" syndrome

## SESSION SEVEN: SETTING A COST REDUCTION AMBITION

Our F4 analysis challenges purchasing teams to assess the opportunity available to them based on a four factor review of their expenditure and their approach to managing purchasing and suppliers:

- Setting a cost challenge
- The four key factors that influence the opportunity
- Scoring the factors
- Defining your cost ambition

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## COMPANY DETAILS

Name	Industry
Address	
Postcode	Country
Tel	Fax

## ATTENDEE DETAILS

1	Name	Job Title
	Tel	Email
2	Name	Job Title
	Tel	Email
3	Name	Job Title
	Tel	Email
4	Name	Job Title
	Tel	Email
5	Name	Job Title
	Tel	Email

## APPROVAL

NB: Signatory must be authorised on behalf of contracting organisation.

Name	Job Title
Email	
Tel	Fax
Authorising Signature	

## COURSE FEES

☐ Kuala Lumpur

Book and pay by 31st May 2011-USD 1495 per delegate, save USD 500

1st June 2011 onwards, USD 1995 per delegate

All options inclusive of delegate pack, luncheon and refreshments.

## PAYMENT DETAILS

Payment is due in 5 working days. By Signing and returning this form, you are accepting our terms and conditions.

Please debit my: ☐ VISA ☐ MasterCard

Card Number

CVC/CVV2    *This three-digit CVC/CVV2 number is printed on the signature panel on the back of the card immediately after the card's account number.*

Card Issuing Bank: Card Issuing Country:

Cardholders Name Expiry Date / /

Cardholders Signature

## REGISTER NOW

**John Karras**  
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## EXHIBITION OPPORTUNITIES

Limited packages are available. For further details, contact **Aravind Menon**  
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aravindm@trueventus.com

## TERMS & CONDITIONS

- The course fee is inclusive of the event proceedings, materials, refreshments and lunch
- Upon receipt of the completed registration form, invoice will be issue. Trueventus request that all payments be made within 5 working days of the invoice being issued. Full payment must be received prior to the event. Only delegates that have made full payment will be admitted to the event.
- Substitution & cancellations policy. Should the registered delegate unable to attend, a substitute delegate is welcome at no extra charge. Written notifications of all substitutions is required 5 working days prior to the event. Trueventus contracts carry 100% full liability upon receipt of registration. Non payment does not constitute cancellation. A 50% of cancellation fee will be charged under the terms outlined below: Due to limited event seats, Trueventus agrees to reserve the seat for the client upon issuance of invoice. Upon signing of this contract, client agrees that in any case of dispute or cancellation of this contract Trueventus will not be able to mitigate its losses for any less than 50% of the total contract value. If a client does not attend the event without written notification at least 5 working days prior to the event date, he/she will be deemed as no show. Trueventus does not provide refunds for cancellations. When any cancellations are notified in writing to Trueventus 5 working days prior to the event, a credit voucher will be issued for use in future Trueventus events.
- Trueventus will at all times seek to ensure that all efforts are made to adhere to meet the advertised package, however we reserve the right to postpone, cancel or move a venue without penalty or refunds. Trueventus is not liable for any losses or damages as a result of substitution, alteration, postponement or cancellation of speakers and / or topics and / or venue and / or the event dates. If force majeure were to occur Trueventus accepts no responsibility or liability for any loss or damage caused by events beyond their control, including, but not restricted to strikes, war, civil unrest, flight delays, fire flood, or any adverse weather conditions.
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- Client hereby agrees that he/she exclusively authorizes Trueventus charge the credit card with details listed above for the amount provided herein; this registration form serves as a contract that is valid, binding and enforceable. He/she at any time will have no basis to claim that the payments required under this Contract are unauthorized, improper, disputed or in any way.