

Course Detail	1. Introduction	2. Proficiency	3. Advanced	4. Masterclass (Customised to the firm)
Course 1: Introduction to Procurement				
What procurement actually does	✓	✓	✓	✓
Meeting client and procurement requirements — how to wow	✓	✓	✓	✓
Pricing to win	✓	✓	✓	✓
Commercial relationship management	✓	✓	✓	✓
Insight and management information	✓	✓	✓	✓
Course 2: Proficiency (Client Assessment & Management)		+	+	+
Key-client assessment — are they really key?		✓	✓	✓
Client insight — what does your existing management information tell you and them?		✓	✓	✓
Valuing the value add — are you selling yourself short?		✓	✓	✓
Client management as a differentiator		✓	✓	✓
Course 3: Advanced (Client Assessment & Management)			+	+
Pre-selection — can you give yourself an early advantage?			✓	✓
Deciphering legal tenders — what is the client really asking for?			✓	✓
Pitching to win			✓	✓
Course 4: Masterclass (Bespoke Client Assessment & Management)				+
Bid management & governance — do your processes help control the cost of bidding?				✓
Assessing your key clients — using procurement theory in client management				✓
World class management information — does your existing key client reporting compare?				✓
Key client management practices — how do yours rate against best in class?				✓
Review of recent pitches — a procurement perspective on the wins & losses				✓
Course Duration & Costing				
Course 1 Half day (2 × 90 minute sessions)	Course 2 Full day (4 × 90 minute sessions)	Course 3 1.5 days (6 × 90 minute sessions)	Course 4 2 days (8 × 90 minute sessions)	
Pricing on request*	Pricing on request*	Pricing on request*	Pricing on request*	

* We are happy to discuss a solution and pricing that works for you
 * The courses require between half a day and 3 days preparation, which is included in the cost.
 * All costs are exclusive of VAT and travel, accommodation & sustenance where necessary.
 * Prices are current as at September 2016 and are subject to review at any time.

Course Breakdown

Course 1: Introduction to Procurement

What Procurement Actually Does

- Understanding professional procurement — what does it mean for law firms
- Procurement sophistication — when & how to engage
- Procurement motivation & requirements — how do they affect your service

Meeting Client & Procurement Requirements — How to Wow

- Pricing to win — pricing models & price risk
- Tendering & commercial propositions — delivering the right service for the right price

Commercial Relationship Management

- Transparency & control — what does good look like to procurement
- Insight, reporting and management information — how to use it to your advantage
- On-going commercial control & client management — being easy to do business with

Course 3: Advanced (Client Assessment & Management)

Pre-selection — can you give yourself an early advantage?

- Building a relationship pre-tender
- Understanding client's drivers & applying these to the commercial process
- Preparing for a panel review — positioning yourself positively

Deciphering Legal Tenders — what is the client really asking for?

- Evaluation criteria — how to spot the critical success factors
- Balancing price and service — the clues are in the documentation
- Creating senior management focused tender responses

Pitching to Win

- Pitch preparation — be good, rather than bad and ugly...
- Pitching up — how to wow

Negotiation — is it all about the price?

- Pre-negotiation planning — matching the client's preparation
- Managing the negotiation — balancing value and price
- Annual panel reviews — proactivity reaps rewards

Course 2: Proficiency (Client Assessment & Management)

Key Client Assessment — are they really key?

- Characteristics of a key client
- Evaluation of existing key clients — is the relationship delivering what you should expect?

Client Insight — what does your existing management information tell you & them?

- Using internal MI to assess client profitability & attractiveness
- Providing insightful client MI — how to commercially manage a relationship

Valuing the Value Add — are you selling yourself short?

- How to value your value add
- Balancing value-add and profitability — are you investing in the right place?

Client Management as a Differentiator

- Client management strategy — do you have one and is it communicated?
- Differentiated client management — meeting your client's needs
- Reporting & on-going review — what do you need the client to understand?

Course 4: Masterclass (Bespoke Client Assessment & Management)

This course contains everything comprised in the other courses but is completely customised to the firm based on several days of preparation by us leading up to the two-day presentation. Interviews (telecon/VC) with key personnel in the Bid team as well as a bespoke analysis of current practices, key clients, MI and bid governance ensure that the firm will derive maximum value from the engagement.

The masterclass specific content can also be tailored to focus on specific areas of interest & need. We are happy to talk you through this option in more detail.

