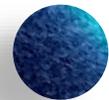


Selling the Value of Procurement

Presented by Andrew Shuck



Who is this guy?!

Andrew Shuck

- Enterprise Sourcing Section Chief at the State Bureau of Procurement, Division of Enterprise Operations, Department of Administration
- My Background:
 - Operations
 - Business Management
 - Sales & Business Development
- My Passion:
 - Helping individuals and organizations go beyond success by finding their passion and telling their story!

Who are you? Today's Audience

- Procurement Specialists from State Bureau of Procurement
- Agency & Campus
 - Financial Specialists
 - Purchasing Agents
 - Contract Specialists
- Others?

What are we going to talk about?

- Know your product – define “procurement” efficiently and effectively
 - Contrast Public vs. Private sector procurement
 - Identify key differences; purchasing vs. procurement
 - Simplify procurement authority
- Identify our core values
 - Competition, ethics, impartiality, accountability, & transparency
- Learn foundations of a good sales pitch and value statement

Defining Procurement

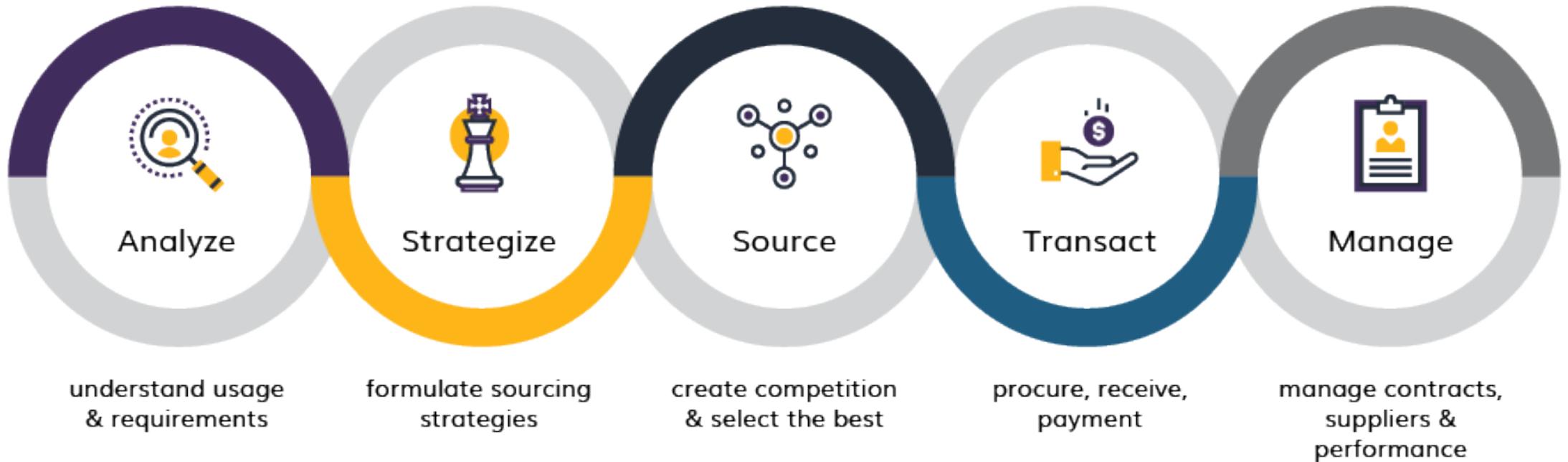
What is it?

What is procurement?

- “The designated legal authority to advise, plan, obtain, deliver, and evaluate a government’s expenditures on goods and services that are used to fulfill stated objectives, obligations, and activities in pursuit of desired policy outcomes.” (NASPO, 2018)
- Boring
- Full of red tape
- Purchasing



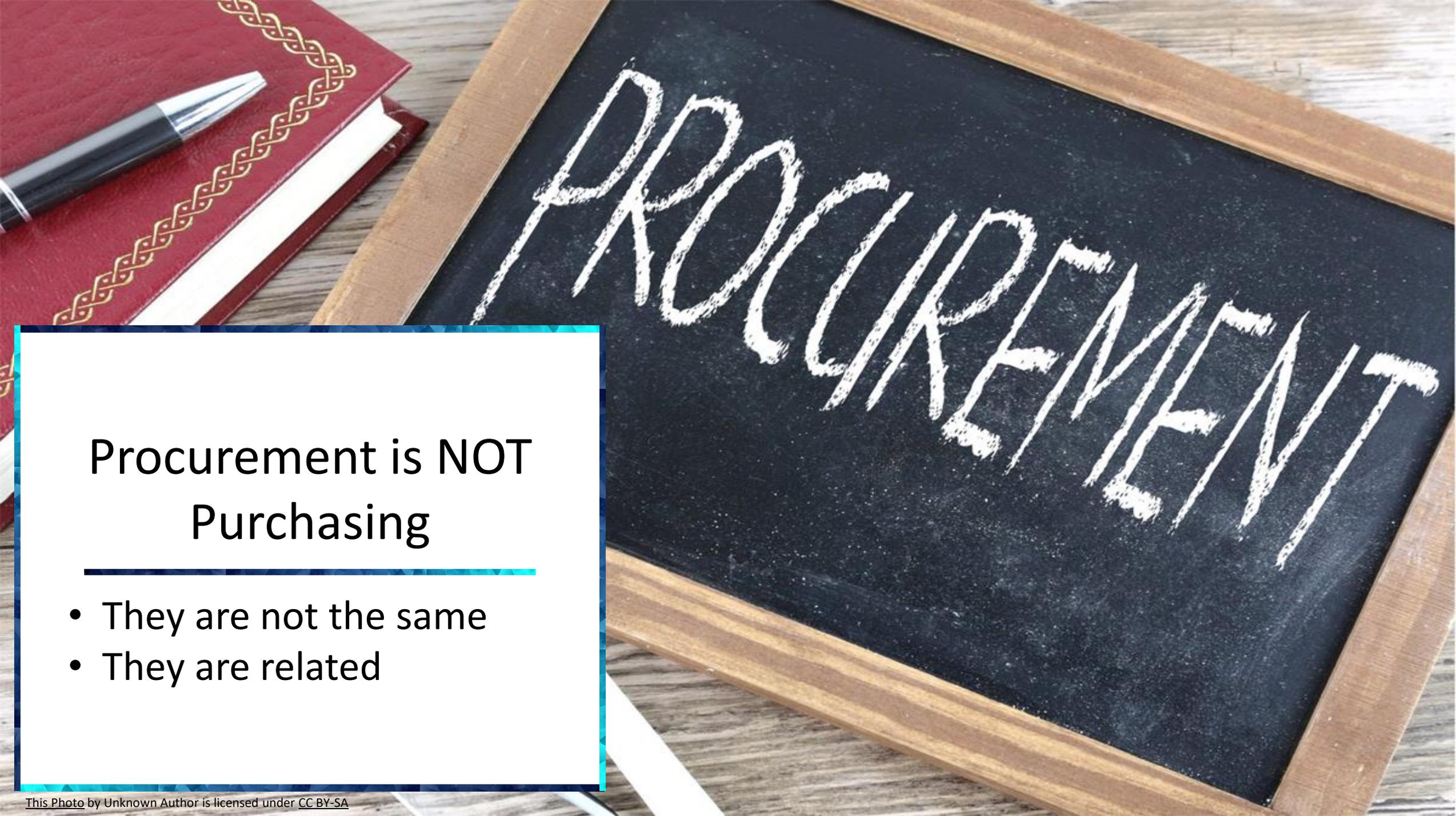
Procurement is a process



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Procurement is...

- Analysis of needs
- Standards identification
- Strategic Sourcing
- Market Research
- Solicitations
- Contract Negotiations
- Contract Award
- Contract Management
- Contract Closure
- Focus on long-term goals
- Competitive advantages
- Aligns with organization strategy
 - Supplier Diversity
 - Green Initiatives
 - Small Business
 - Local Business



Procurement is NOT Purchasing

- They are not the same
- They are related

Purchasing

Transactional

- Buying goods and services
- Obtaining quotes
- Process requisitions and Purchase Orders

Focus on the “Rights Choices”

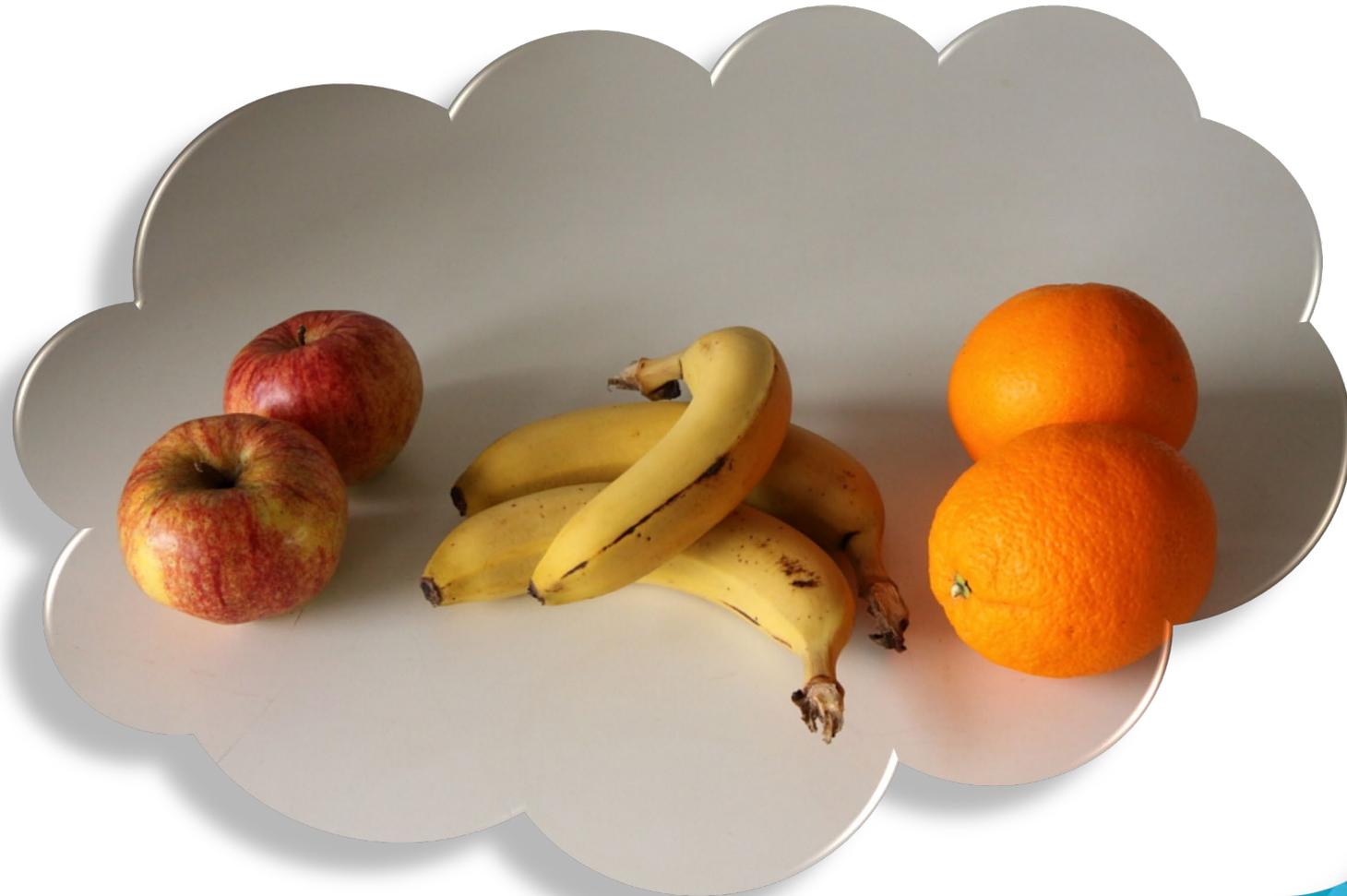
- Right price
- Right Quantity
- Right Quality
- Right Delivery
- Right Place

Key Term: Procurement Authority

- Ability to purchase goods and/or services as authorized by statute, Admin. Code, and State policy
- Defines the what, who, when, why, how of purchasing
- Governs purchasing conduct, pricing, quality, and other details
- It is not a purchase or a contract
- It is not assumed
- It is not guaranteed

Is all procurement the same?

- Other states?
- Municipalities?
- Private Sector?



Is all procurement the same?

Every organization is different

- Policies differ by Agency
- By campus
- By municipality

And... in the Private Sector

- By industry
- By company
- By location



Compare & Contrast

Public

- Accountable to 5.8 million stakeholders (WI residents)
- Public trust is paramount
- Strict legal framework with clear processes, policies, & procedures
- Transparency is key

Private*

- Reports to shareholders
- Profitability is key
- May offer more flexibility
- Regulations may be fewer

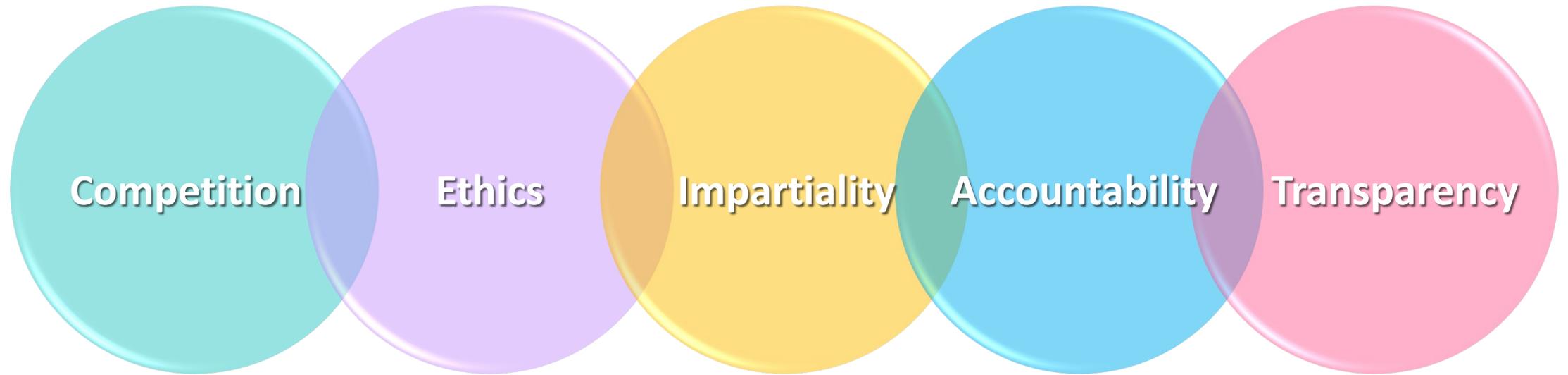
**Varies by company & industry*

Recap

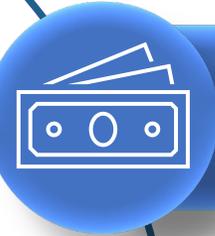
- Define Procurement
- Know the difference:
Purchasing vs. Procurement
- Understand Procurement
Authority
- Is all Procurement the same?
Private vs. Public



Key Concepts, Guiding Principles, & Core Values



Competition



Best possible prices



Highest quality



Encourage innovation

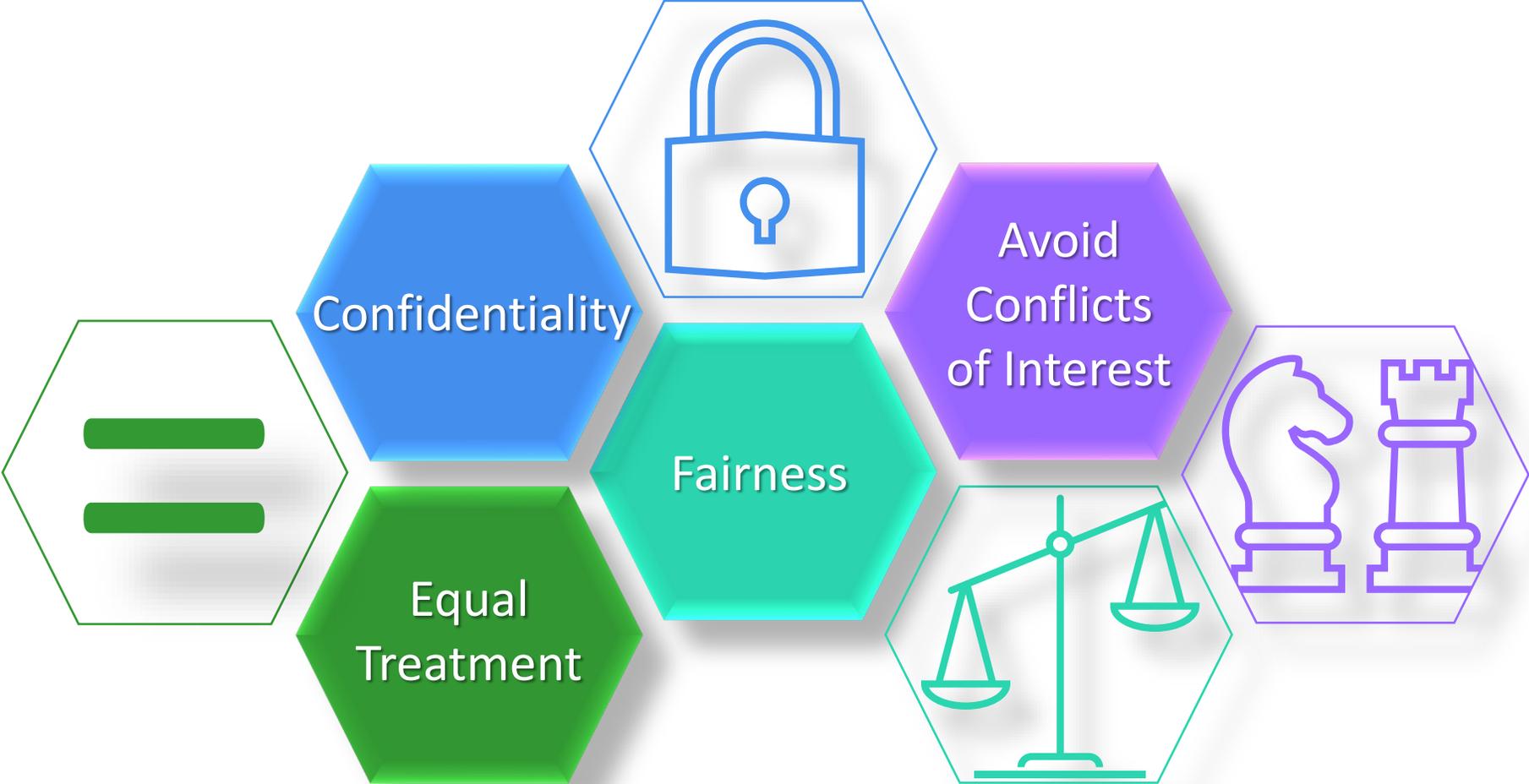
Ethics



- Encourages public trust
- “Do not Lie, Cheat, or Steal.
Do not tolerate one who does.”

Cadet Code at US Army West Point

Impartiality



Accountability

- Part of a system
- Respect everyone's part, including your own



Transparency



- Every Wisconsin resident has a right to know what we do
- Every vendor deserves to know what our process is

Recap

- Defined Procurement & key concepts
- Compared public vs. private sector
- Identified differences between purchasing and procurement
- 5 foundational values of procurement:
 - Competition
 - Ethics
 - Impartiality
 - Accountability
 - Transparency



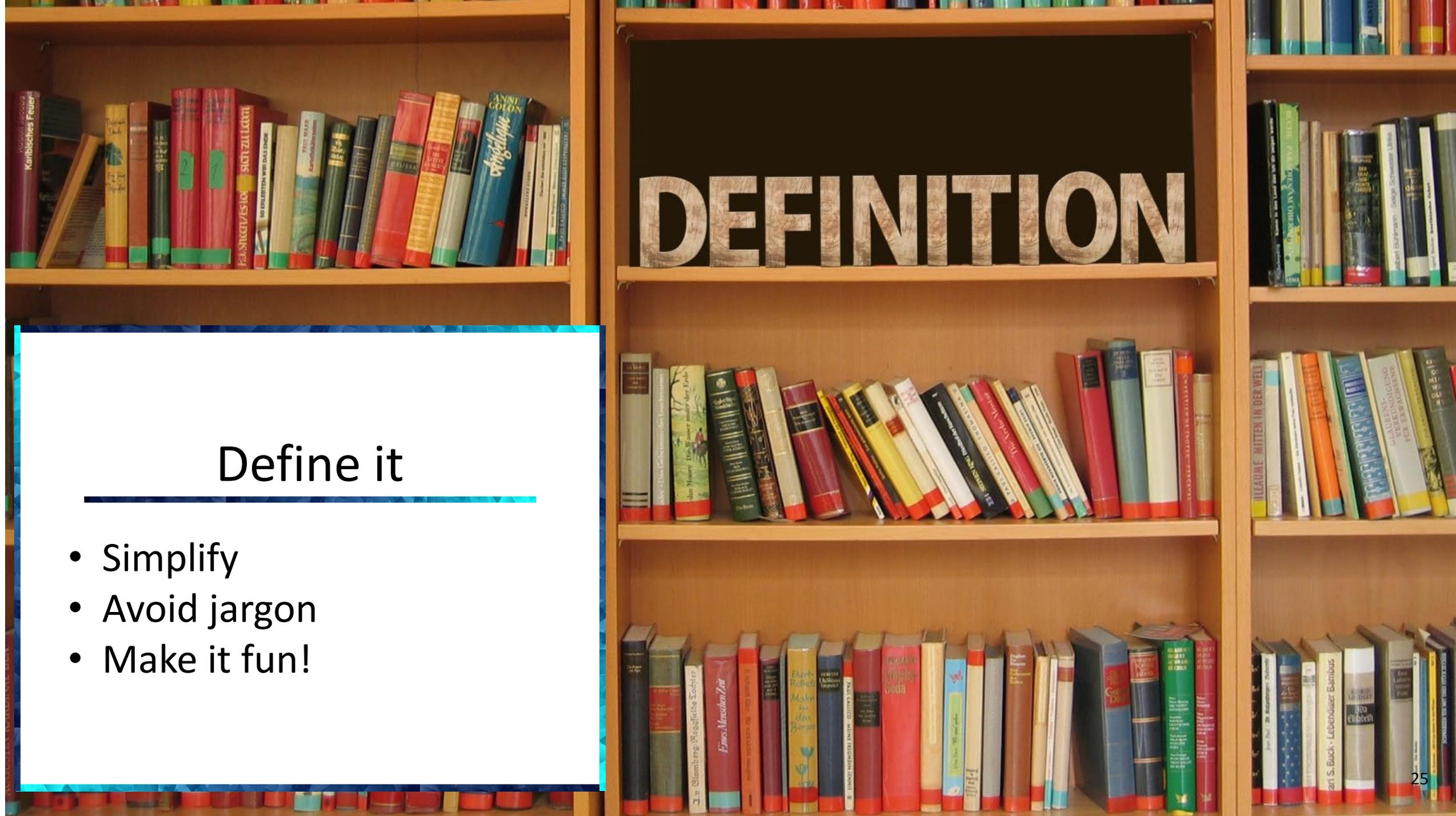
Storytelling

The fun part!

Every good sales pitch has 5 key elements

- Understand your product
- Love your product
- Understand alternatives to your product
- Understand your audience
- Know your story





Define it

- Simplify
- Avoid jargon
- Make it fun!

Love it

- Be authentic
- Be excited
- Why do you care?



Alternatives?

- Be prepared to defend Public Procurement
- Know the difference between purchasing and procurement



Who are you talking to?



- What do they know?
- Why should they care about Procurement?

Your story

- Bring it all together, with passion
- Make it personal!



Sharing is Caring

Share your Procurement Story,
Value Statement, and Sales Pitch!



Thank You!