

BTA Cares session

16th September

Lee Whiteing – HSBC

Chris Pouney – GoldSpring Consulting

Agenda



1) Introductions & session goals

2) Knowledge session...

- Stakeholder management
- Why Procurement matters
- Procurement tactics & how to apply them
- Competitor analysis
- Behaviours of great account managers

3) Q&A

Hosts

Lee Whiteing



Chris Pouney



Session goals & context

- 1) Impart knowledge and experience
- 2) No wrong answers
- 3) Empower delegates – provide confidence
- 1) Encourage discussion & debate

Knowledge session

Stakeholder management

- What travel managers do?
- Relationship management
- Innovation
- Peer benchmarking
- Procurement activity, eg RFPs
- Operations – Security, tracking, visa, regulatory

Knowledge session

Why Procurement matters?

Procurements perception issue...

Procurement = e-auctions!

Price led decisions

Travel is not like buying paperclips!

Little regard to previous performance

Only see them at contract time

Box tickers

So why is Procurement important...

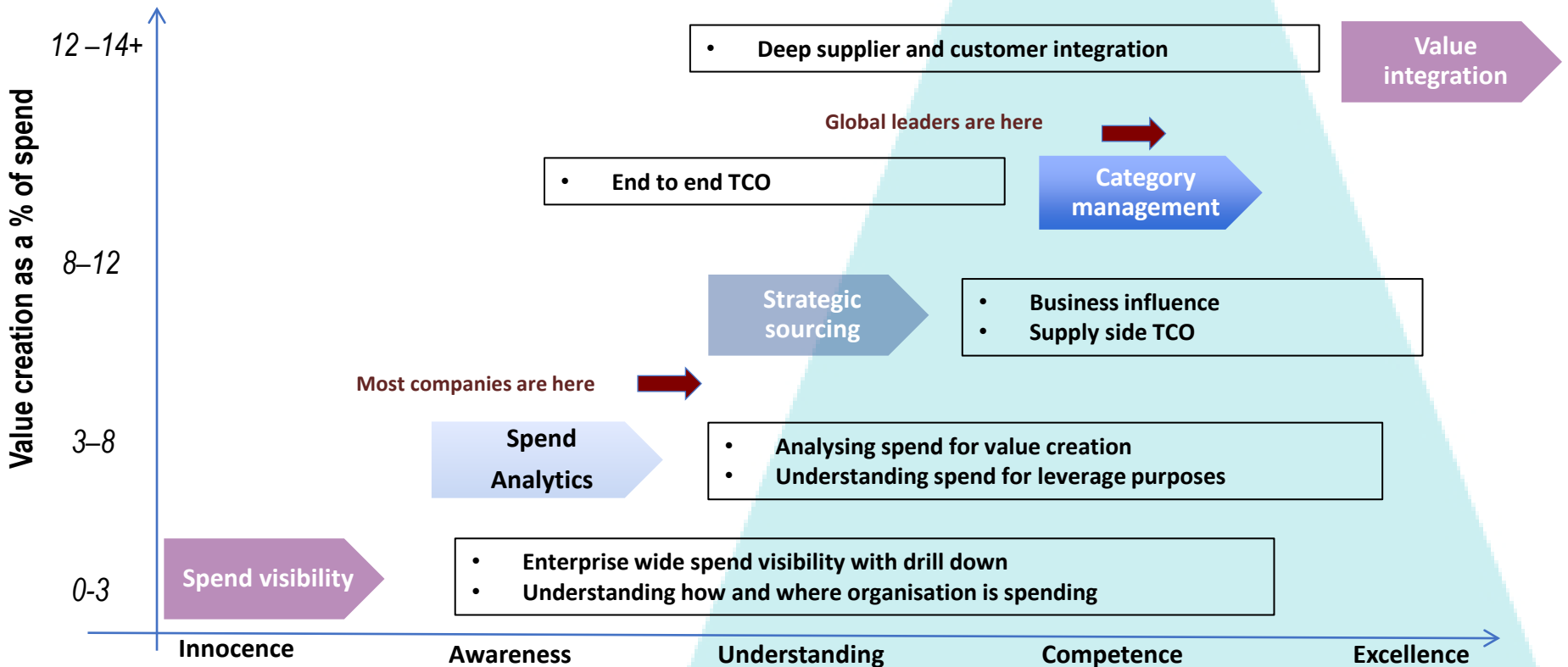
- Has the ear of C-suite & often sits at the top table
- Talks business language
- Has proven measurement methodology

Knowledge session

Procurement tactics & how to apply them

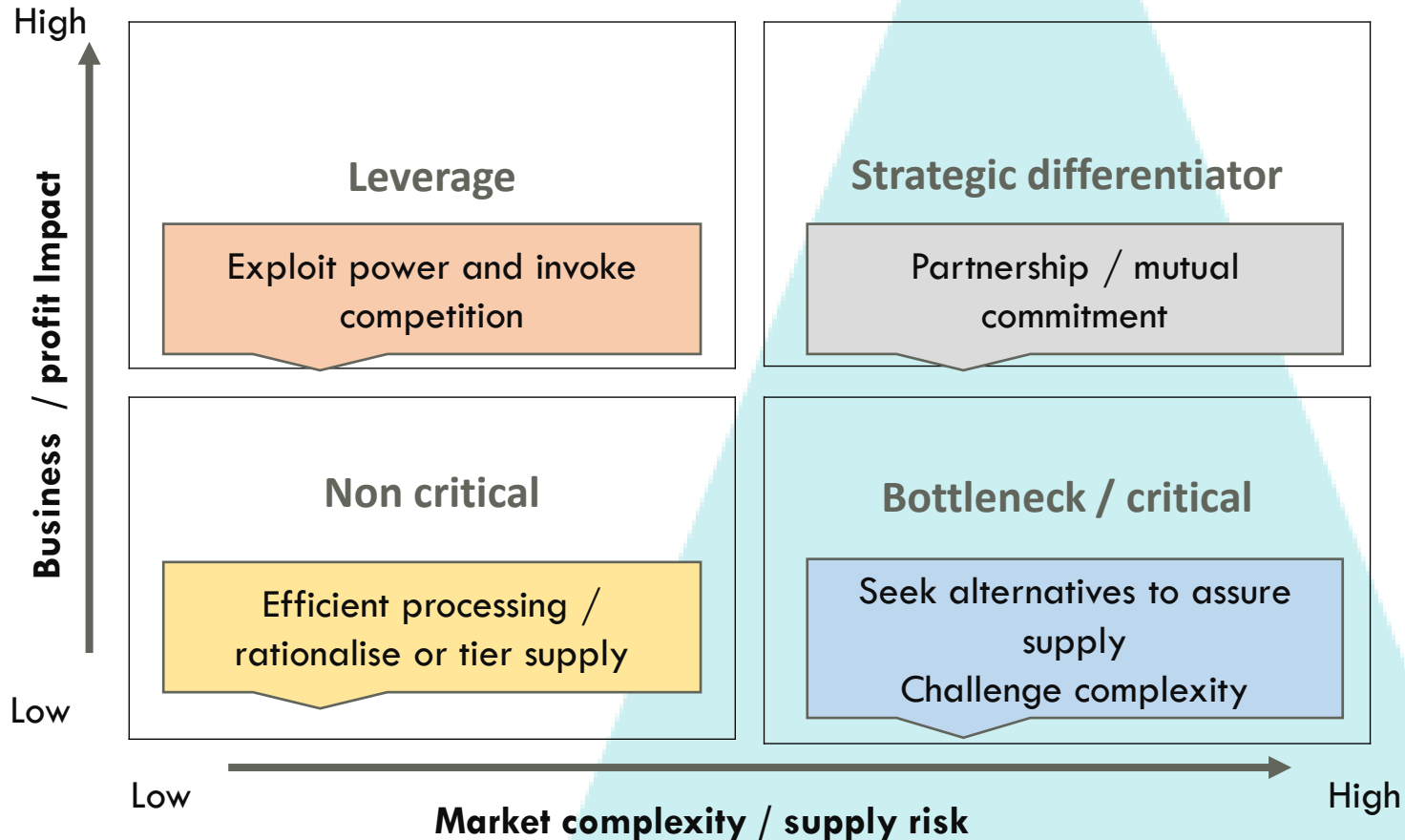
The evolution of spend management

Adapted from : PwC



Knowledge session

Category segmentation / Peter Kraljic



Knowledge session

demand management

“Balancing requirements with the capabilities of the supply chain. The process includes forecasting and synchronizing supply and demand.” Keely L. Croxton,

Conservative

Heighten cost awareness and tighten policies

Impose tighter process / tracking

Encourage substitution

Simplify specification

Reduce quantity

Eliminate demand

Aggressive

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Knowledge session

Behaviours of great account managers

- Traveller vs company centricity
- Partner, not transaction
- Benefits not features
- Consultative approach
- Understand our goals & challenges - develop / apply innovation to help us succeed



Thank you

Q&A

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