

How to Make Purchasing Your New BFF!

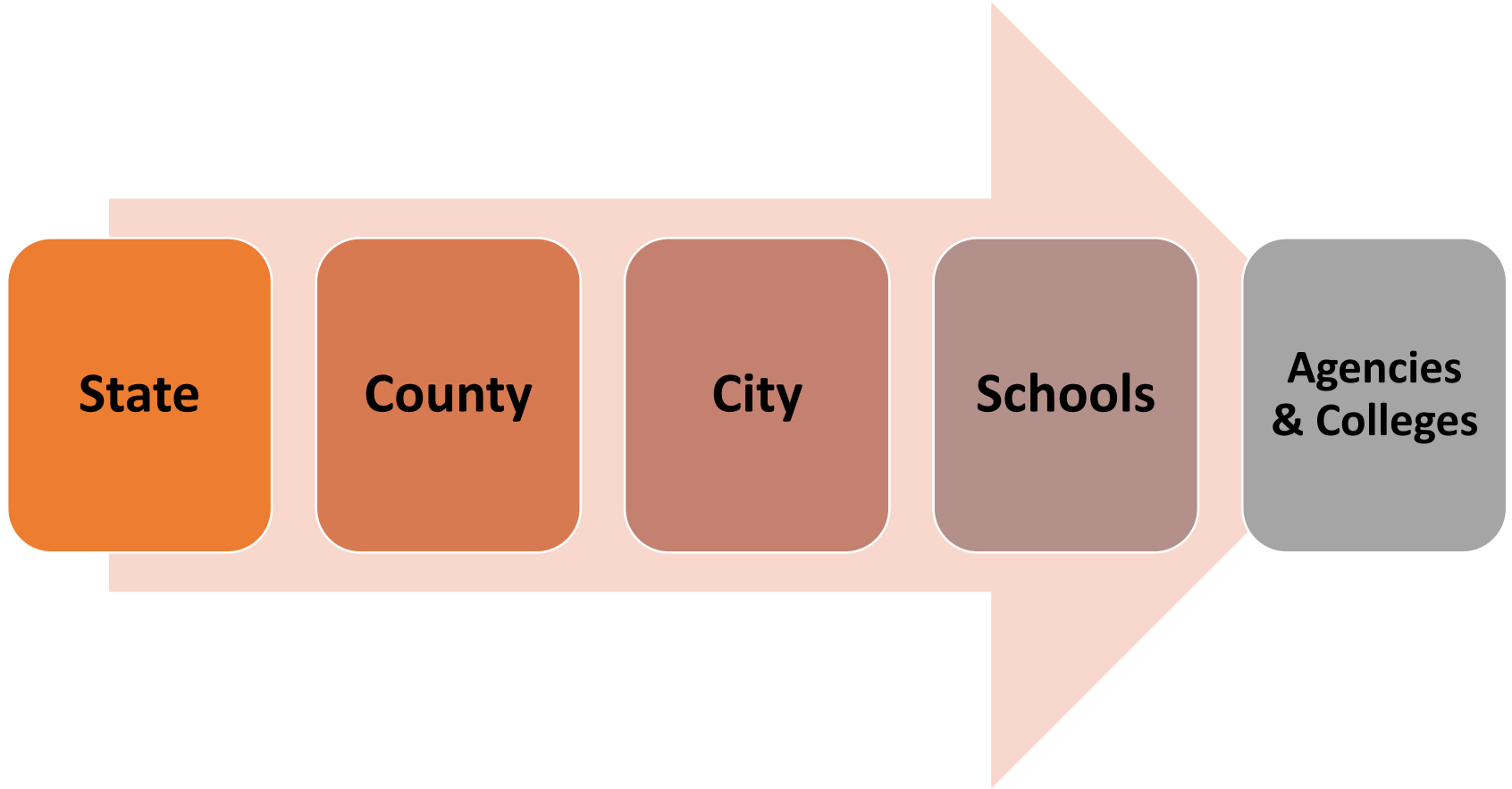
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Partners



All Government...But Very Different!





What is a Purchasing Agent?

Top Challenges for Procurement

#1 Budget/Funding Issues

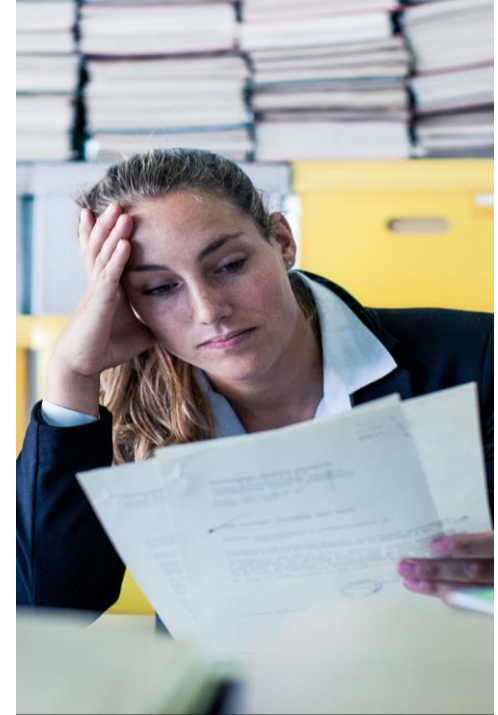
#2 Cumbersome Bureaucratic Processes

#3 Workload / Staffing Issues

#4 Vendor Participation / Responses to Bids

#5 Meeting regulatory requirements

#6 Pre-bid research and planning



Inside the “head” of a Purchasing Agent...



What Could Go Wrong?

What is the perception?

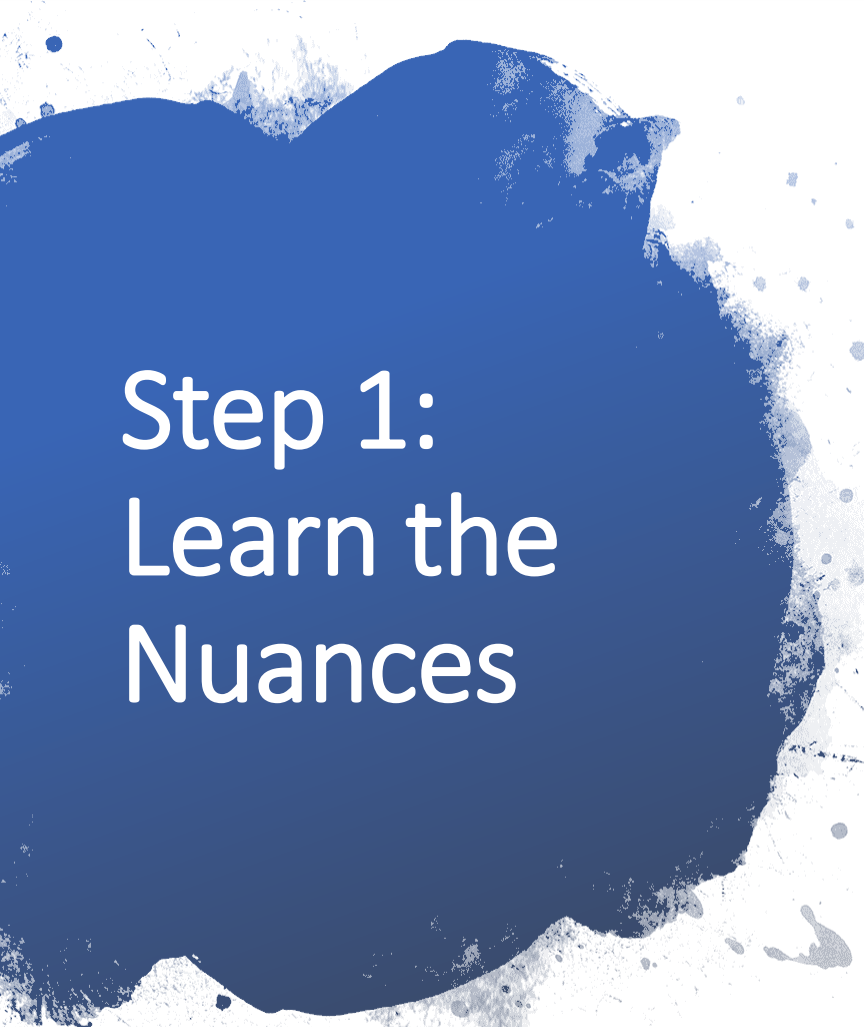
**HOW WOULD THIS
LOOK IN THE NEWS?**

Can I defend this decision?



Product vs. Experience?

Give them an Experience BACKED by a Product



Step 1: Learn the Nuances

- **Purchasing Limits**
- **Prohibition Laws**
- **Automation or Old School**
- **Personalities**
- **Latest News – What's up?**



- Check the news
- Ensure appropriate decision maker
- Flexibility on scheduling
- Do your homework

- Overzealous in scheduling appt
- Go over the head of Purchasing
- Make assumptions of what they know about your company



Step 2: Getting the Meeting

- **Timing**
- **Audience**
- **Current Clients**
- **Competition & Differentiators**



- **Be on Time**
 - **Focus on the value proposition**
 - **Education over sales**
 - **Name Drop – Good Case Studies**
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- **Expect a sale on the 1st meeting**
 - **Badmouth your competition**
 - **Be unorganized or inflexible**
 - **Discuss politics**

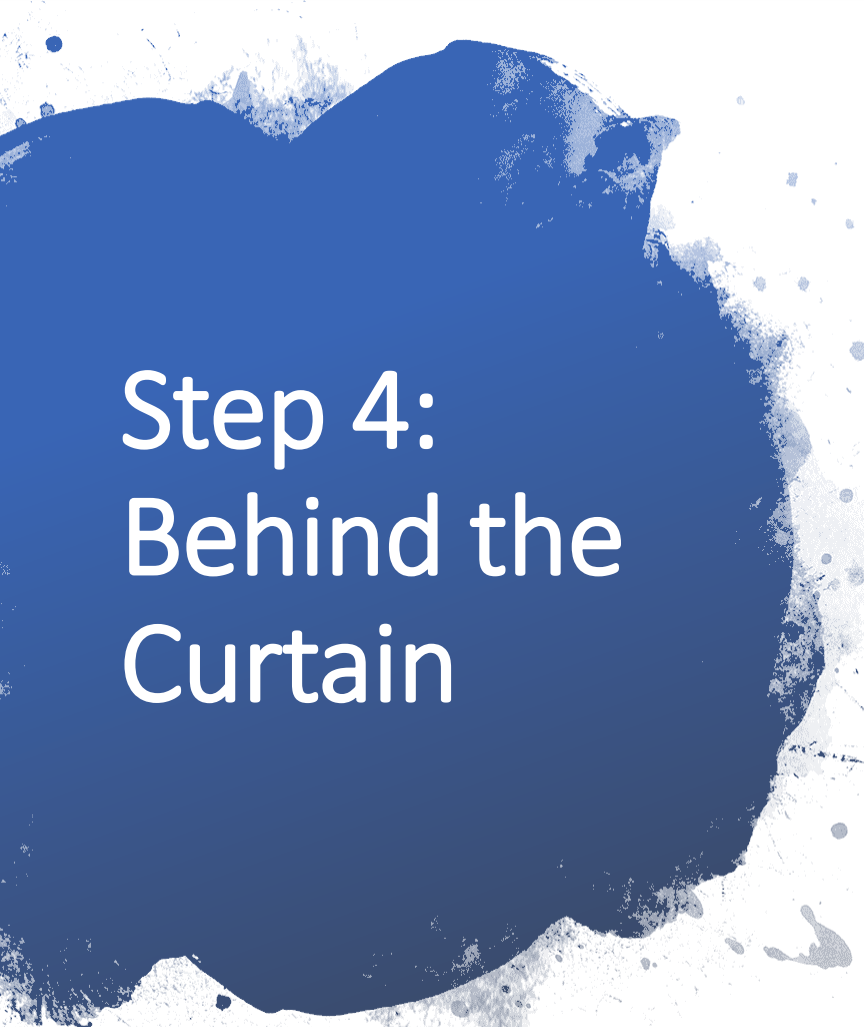


Step 3: Follow Up

- **If You Said So, Then Do So**
- **Materials**
- **Current Clients & Introductions**
- **Relationship Building**



- **Specific email / information about organization or needs**
 - **Case Studies and articles**
 - **Meetings with new information**
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- **Continual Calling with no opportunity**
 - **Huge Catalogs and mailers**
 - **Generic Emails**
 - **Gifts during the holidays**



Step 4: Behind the Curtain

- **Vendor Registration Programs**
- **Pre-Bid Meetings**
- **Buyer Events**
- **Know Your Buyers**



Other “Inside Scoop” Tips

- **Deadlines / Questions**
- **Taking Exceptions**
- **Protests and Debriefs**
- **Local Presence**



How do I get
in the Door?



BID

RFI

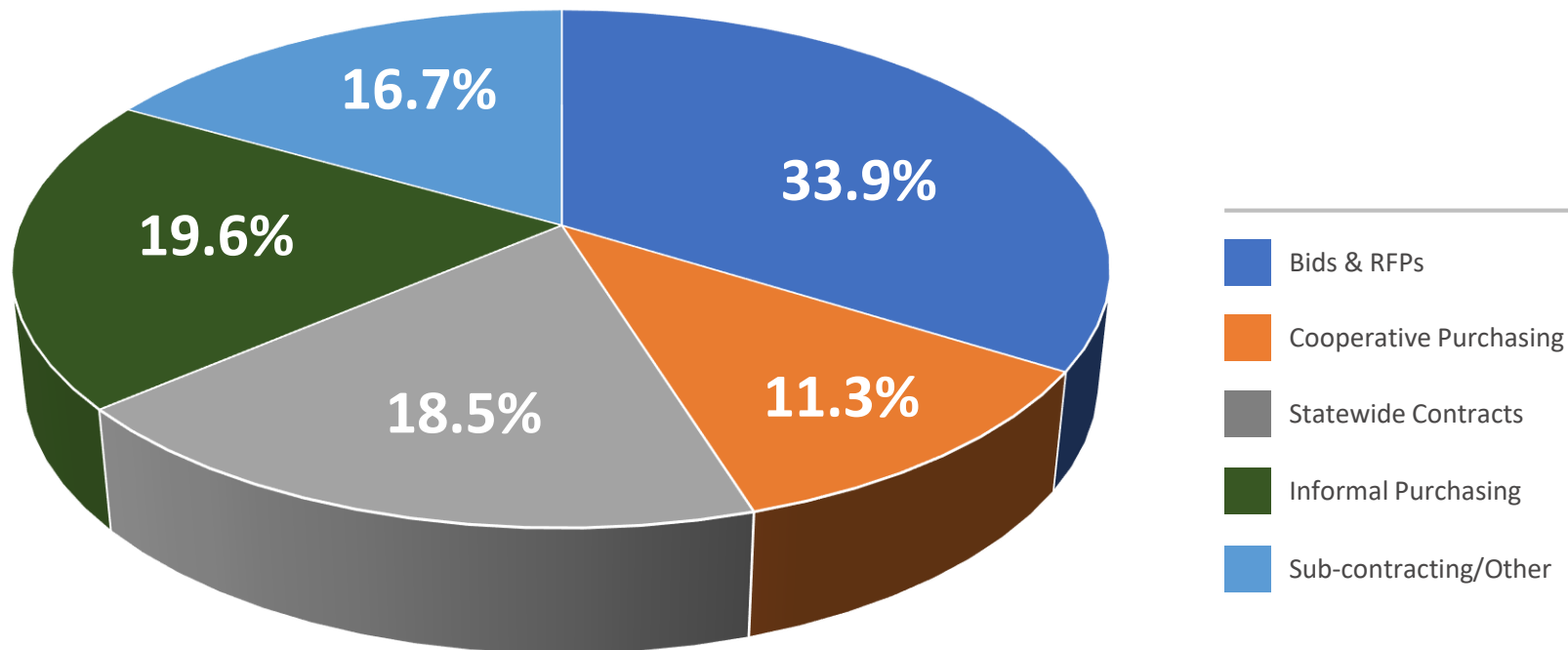
RFP

Sole Source

Cooperative Procurement

- **Nearly municipal government can “piggyback” on another government’s contract**
- **Terms and conditions can be “localized”**
- **Endorsed by American Bar Association and every public procurement association**
- **National Cooperatives market your contract**
- **Choose the vendor, find the contract**

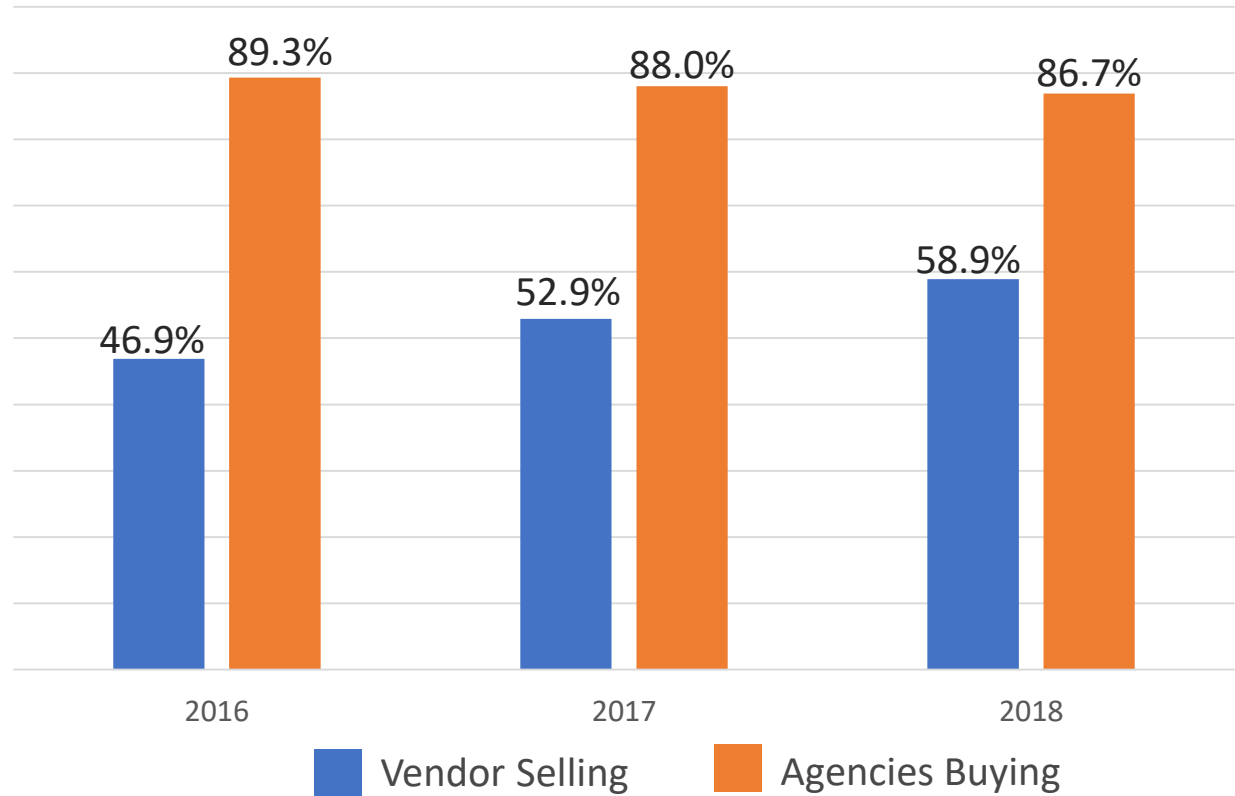
Contractors experience 11% of total SLED revenue from cooperative purchasing (13.6% w/o subcontracting)



Source: GovWin+Onvia Survey of Government Contractor Sales Expectations, 2018-19

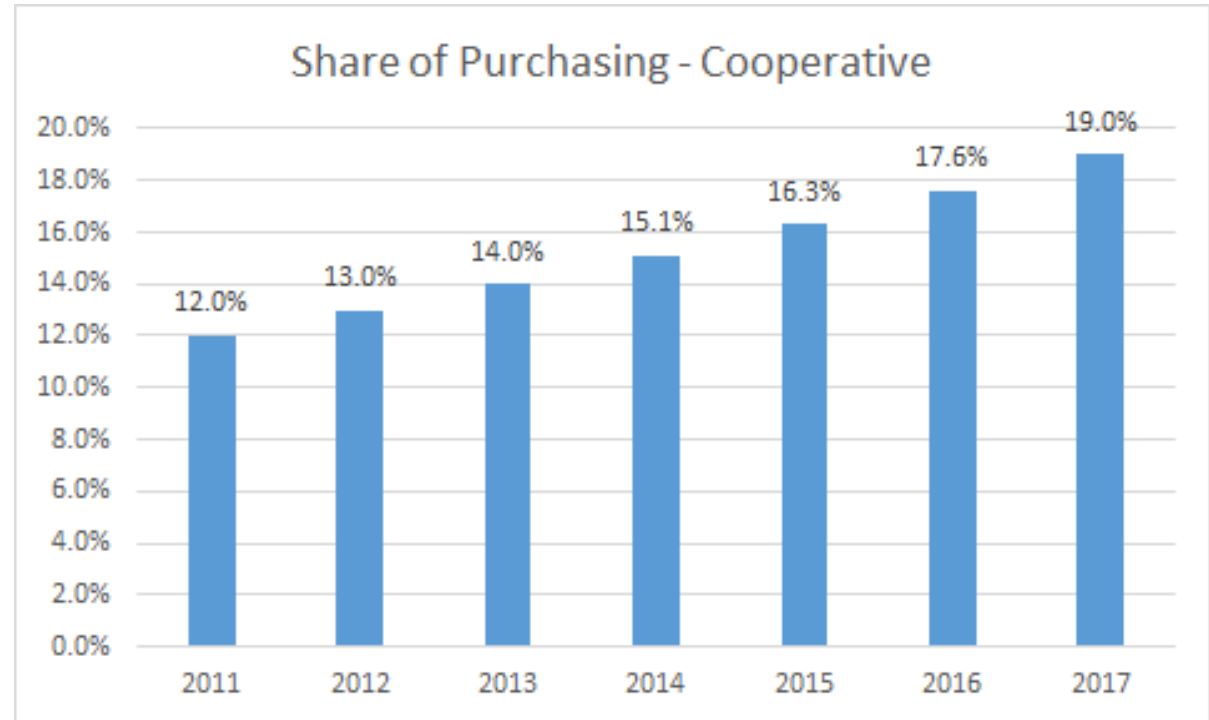
Cooperative purchasing is mainstream among agencies, with growing adoption by vendors

Adoption of Cooperative Purchasing



Source: GovWin+Onvia Survey of Government Contractor Sales Expectations, GovWin+Onvia Survey of Government Procurement Professionals

Total SLED Spending,
Cooperative
Purchasing Growing
at 10-11% annually
on average



BEFORE YOU GET STARTED - YOUR AGENCY

- Identify and understand your customer's needs. Know where you are going.
- Do you understand your legal authority to use cooperative agreements?
- Is your Legal Counsel familiar with the concept of cooperative purchasing?
- Has your agency successfully utilized cooperative purchasing in the past?
- Does your Board or Council have to approve the use of a cooperative, as in a pre-approved list?
- Have you considered diversity participation? Local preferences? Social Goals? Political landscape?

BAKE OFF!

Compare contracts side-by-side.
Multiple contracts for the same product? Bake them off.

ARE WE THERE YET?

CHECK IT OFF YOUR LIST

- Legally okay?
- Cooperative checks out?
- Contract - valid vehicle?
- Supplier - thumbs up!
- Advantageous Pricing?
- Best Value for Agency?

ROADMAP TO A Cooperative Procurement Strategy

THE CONTRACT

- Does the awarded contract contain the specific solution you require?
- When was the contract awarded, and when does it expire?
- What are the qualifications, capabilities and financial health of the awarded supplier?
- Do they have the capacity to fulfill your Agency's needs?
- Can you obtain a copy of all applicable contract documents?
- How is pricing addressed? Is it actual, percentage discount from list, or ceiling based pricing?
- Can the terms and conditions of the contract be amended to meet the needs of your Agency? Indemnity clause?
- How is contract use monitored? Are usage reports available?
- Is there a rebate on the contract? How is that paid? Can it be credited against the contract pricing?
- Does the cooperative have a process for vendor issues or disputes?

ANALYSIS AND EVALUATION OF COOPERATIVE ORGANIZATION

- How long has this cooperative organization been operating?
- Does Your Agency have to register as a Member to use the contracts? Is there a fee?
- Does the cooperative conduct its own procurement process or use another agency as the lead?
- Was the solicitation advertised - where and how?
- What procurement laws does the cooperative follow in soliciting, evaluating and awarding contracts?
- Has that lead agency or the cooperative received any 3rd party audits, peer review or achieved awards for their contracting process?
- What is the level of customer service in response to questions, concerns or requests for information?
- Does their website contain accessible and thorough documentation?
- Is contact information provided to readily conduct more in-depth research?
- Is the cooperative a member of any national cooperative association that has high ethical values and standards for its members?

STRATEGIC PLANNING KEY

For leveraging your team's best talents and time, does it make sense to take a percentage of your Agency's annual expiring contracts or bids - particularly for the mundane and routine - and research cooperatives that might fill the need instead?



Questions?