



In this issue...
Creating a brand

Negotiation 101

Andrew's monthly nugget:
Challenge the norm

In the news...
Check out the [procurement guru](#) website. The best source for procurement expertise!

Read Andrew's blog [From Chaos to Order](#)

Follow me on [Twitter](#)

Up and coming events...
[Click here](#) for information on Andrew's FREE teleconference series!

Andrew will be speaking at the [OIPMAC conference](#) in Ottawa on October 24.

Attend Andrew's workshop on [marketing for success](#).

Andrew Miller's What's new in Business?

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Creating a brand

I recently launched a new website, the [Procurement Guru](#), with the objectives of creating a community around procurement and helping companies maximize value from purchasing operations. I expected that I might get a few people interested in participating in the Q&A discussions and others that might use the resources provided, but I was surprised at the reaction. I have been helping clients improve procurement operations for more than a decade with few accolades or interest from the outside world. As soon as I labeled myself the Procurement Guru, people are contacting me on a regular basis for speaking engagements, consulting projects and general advice. What a great marketing effort!

It just goes to show you that need to create something with which people can associate. I am not doing anything differently today than I was last week, but by creating the Procurement Guru, I have created something that people can understand immediately and provides an easy brand to talk about it. If you need procurement help who better to call than the procurement guru? Easy to describe and easy to understand. Are you making it easy for potential customers to understand what you do?

What's new in Supply Chain?

Negotiation 101 - As I was at the car dealership recently going through the final details for the new mini-van I was buying, I realized that the perception of a good deal is more important than the deal itself. I know I got a good price because I did my homework beforehand, but it was still a chunk of change to buy the car. As I was going through buyer's remorse before signing the final paperwork, the general manager said "now go ahead and pick any of the items off the shelf behind me." I had noticed various electronic devices when I entered his office, digital cameras, iTouches, stereo speakers, watches...you get the idea. Now, I got excited...should I take the video iPod or the iTouch or the 8 mega-pixel digital camera? I chose the iTouch. All of the sudden, my spirits soared. No buyer's remorse, no regret, I almost forgot about the cost of the car entirely. All because of some \$200 electronics device I got for free. I said to the manager "you guys are brilliant because you know just how to take people's mind off of the money." He just smiled and said "you should see the reaction of the people who get the free flat-screen TV."

A successful negotiation is when both sides are satisfied with the final terms of the deal. I knew I got a good deal on the car, but I felt even better getting the free gift. Remember that when you are negotiating you need to cater to the interests of the other side and try and determine what is important to them. I walked out of the general manager's office happy with my purchase and excited to try my new iTouch. That is good business for them and satisfying for me. What can you do in your next negotiation to ensure all sides walk away satisfied?

Andrew's nugget

Each month, Andrew Miller, President of ACM Consulting Inc. will provide a little nugget of advice to help with your business.

We have always done it that way

One of my favourite lines to hear when I work with a client and we are talking about some of their operating processes is 'we have always done it that way.' My first response is, 'great, then we have a lot of work to do.' By never changing the way that your company operates, you are repeating the same errors over and over and not taking advantage of new innovations in efficiency and technology. I guarantee that there are opportunities for increased productivity when critically reviewing a process that has not changed in years.

Find something in your business where 'we have always done it that way' would apply and challenge the assumptions and the activities that form the basis for that process. What value are the activities bringing? Are there other, more productive ways to achieve the same outcome? In some cases, you will find that the process is completely unnecessary. Don't be afraid to challenge accepted norms within your operating processes as this will allow you to improve your business.

What's new with ACM Consulting?

Below are some upcoming events for ACM Consulting:

- Andrew will be hosting a series of FREE teleconferences on how to increase profits and productivity. The next teleconference is on October 16 on Change Management. [Click here](#) for details;
- On October 24, Andrew will be speaking about *Spend management and making better buying decisions* at the [OIPMAC conference](#);
- On November 10, Andrew will be holding a workshop about *Marketing for success*. Click [here](#) for more details.
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk, so contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
 - Creating greater synergy within an organization
 - Green procurement
 - Transforming business by aligning processes, people and technology
 - Raising the profile of supply chain to an executive level
 - Effective decision-making
 - Supply chain sustainability
 - How to make better buying decisions
 - Developing training strategies that stick

If you are interested in any of our services or know someone that might benefit from working with us, please contact Andrew Miller at 416-817-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.