

Neutralizing the Incumbent Advantage

Delivery Format: LIVE Webinar

Course Structure: 90 Minutes

Target Audience: Experienced individual contributors and Managers in Canadian public sector procurement

Pricing: 3-tier pricing for up to 25 participants each.

Tier	Pricing	Details
Tier 1	\$3,500	Standard off-the-shelf webinar based on best practices.
Tier 2	\$4,500	Includes a 30-minute group interview with the client project sponsors to discuss delivery emphasis. Course content is <u>not</u> updated; however, the instructor will teach keeping the context of the group in mind.
Tier 3	Fully customized webinar - for details and pricing please contact our office .	

When you go back out to market for the same or similar goods or services that have been delivered to your organization, are you alert for potential unfairness created by the strength of your incumbent contractor? Perhaps the incumbent has intimate knowledge of your unique requirements, they likely have formed strong working relationships with your key staff and have probably gained a detailed understanding of your operating environment. So how can you neutralize this seeming imbalance and level the procurement playing field? During this interactive session we will alert you to some potential landmines surrounding incumbents and explore strategies for successfully addressing this issue when drafting your RFx.

Learning Objectives

- Recognize the importance of leveling the procurement playing field.
- Analyze key sources of incumbent advantage.
- Review critical case law related to incumbents in the competitive process.
- Select strategies to neutralize sources of incumbent strength.



WEBINARS FOR TEAMS

About

Since 1980, The Procurement School has been helping Canadian public sector organizations realize maximum value through their procurement and contracting activities.

Incorporating the latest developments in adult education and curriculum design, our online and blended learning options capture the latest legal, practical, and business developments to empower procurement professionals to improve contract outcomes.

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hello@theprocurementschool.com
theprocurementschool.com
250-370-0041

the procurement school

The Atrium
#301 – 1321 Blanshard Street
Victoria, BC V8W 0B6