

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: \$4,995 for up to 25 participants.

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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.



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About

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