

NAPM Madison presents the 8th annual—

Procurement Professional Development Day

Thursday, October 14, 2010 ■ 9 AM – 4:45 PM ■ Madison, Wisconsin

Back Door Selling

Protect your company's negotiating position and leverage.

Suppliers are meticulously trained to ask certain key questions in a way that doesn't give the slightest clue of the devastation that they can wreak on your company's negotiating position. The workshop helps to identify numerous "Back Door Selling" questions—and to even up the training between the salesperson and anyone from your company who talks with them. Learn how to—

- Recognize when a salesperson is using Back Door Selling techniques.
- Answer Back Door Selling questions.
- Neutralize Back Door Selling and protect your company's negotiating leverage



Dave Vicksta, C.P.M., is a business manager for Vicksta Innovative Practices, LLC, representing Benedict Negotiating Seminars. Recently retired, after 27

years as a purchasing agent and trainer, Dave purchased IT, capital equipment and related services, MRO, and metals at Kimberly-Clark Corp. He shared his passion for cost models and leverage analysis with fellow buyers, preparing them for success in major negotiations, generating millions of dollars in cost savings. Dave built a culture of *leverage protection* at K-C, developing and delivering training programs in Backdoor Selling for thousands of employees worldwide.

Supply Management Finance

What your CEO wants to know—supply's effect on the bottom line.

Ram Charan says an intense focus on the fundamentals and *business acumen*—the ability to apply the universal laws of business—is key to success in business. Which is why your boss wants to know how what you do affects the bottom line. Get a crash course in the language of finance, see how to build financial models in Excel, and learn how to put the value of supply management into terms the boss understands—

- Cash flow
- Profitability
- Margins



Charles Krueger is associate professor of management for Executive Education at the Wisconsin School of Business, directing programs in account-

ing and finance. Chuck is well known for his ability to teach financial and non-financial managers how to present financial information so it is useful and stimulates effective decision making. He also helps managers use financial information to direct profit centers, implement innovative cost management techniques, and relate operations to strategic objectives.

Think Differently for a Change

Use lateral thinking for fresh look at supply management.

This energizing and engaging workshop will cause you to think differently about Supply Management. You will learn the fundamental principles of lateral thinking—and then apply them to some gnarly situations that plague professionals in the sourcing world. By the end of this session, you will—

- Understand what lateral thinking is.
- Know which tools to use when challenging the status quo.
- Apply lateral thinking tools to a typical Supply Management situation.
- Gain new perspectives/new ways of thinking about your business.



Mary Ellyn Vicksta is owner and chief innovation practitioner at Vicksta Innovative Practices LLC, specializing in creativity training, creativity workshops,

and team building and development. She is a master facilitator, certified in Edward deBono thinking tools. Prior to starting her own business, Mary Ellyn spent 27 years at Kimberly-Clark Corp. in product development and marketing research. During her last 10 years at K-C, on the Creative Innovation team, she was in a centralized role that helped different functional teams discover and apply their creative potential getting them to results that mattered.

Free for paid members of NAPM Madison ■ 6.5 CEH – ISM continuing education hours

P2D2 2010

Thursday, October 14, 2010 ■ 9 AM – 4:45 PM ■ 6.5 CEH

Schedule

- 8:15 AM **Registration**, networking, coffee
- 9 **Backdoor Selling Workshop**
with *Dave Vicksta*
- 10:05 Break
- 10:15 **Backdoor Selling**, continued
- 12 PM **Lunch** (included with registration)
- 1 **Supply Management Finance**
with *Charles Krueger*
- 3 **Wisconsin School of Business scholarship drawing** and break
- 3:15 **Think Differently for a Change**
with *Mary Ellyn Vicksta*
- 4:45 Adjourn

Registration

Free for paid members of NAPM Madison
\$49.95 for non-NAPM Madison members,
*including your key internal customers who are
susceptible to Back Door Selling.*

Lunch included.

6.5 CEH toward renewal of your CPSM.

Register online:
www.ismmadison.org

Questions? Contact NAPM Madison's pro-
fessional development chair:

Brian Hutchinson, CPSM
Supply Management Analyst
University of Wisconsin System
Office of Procurement

608.265.5790 | BHutchinson@uwsa.edu

Win a Scholarship

Registration for P2D2 2010 qualifies you the
**Wisconsin School of Business scholarship
drawing.** The winner will receive \$1,795 indi-
vidual scholarship to any one Executive Edu-
cation course in the Purchasing and Supply
Management series.

Register early—the first ten NAPM Madison
members, whose local membership dues are
paid in full, will receive two entries for the
scholarship. Non-members and members of
the NAPM
Madison board
are not eligible
to participate.



WISCONSIN
SCHOOL of BUSINESS

Directions

CUNA Mutual Group
5810 Mineral Point Road
(the round, middle building)
Madison, Wisconsin 53705

Click the map link below for directions to CUNA.



Many, many thanks to CUNA Mutual Group
for hosting Procurement Professional Devel-
opment Day 2010—and for hosting all of
NAPM Madison's 2010 – 2011 affiliate meet-
ings and programs.

The Institute for Supply Management is a not-
for-profit association that provides opportu-
nities for the promotion of the profession and
the expansion of professional skills and
knowledge. This Affiliate Association's pur-
pose is to communicate, facilitate, and pro-
mote the purchasing and supply management
profession at a local level.

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