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INSIDE THE MIND OF A SUPPLIER

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HOW SALES PEOPLE ARE TRAINED

- Sales or Account Managers?
- Varying competencies in sales person
 - Donut-runner
 - The one hit wonder
 - Consummate professional

WHAT I WISH I'D KNOWN WHEN I WAS A BUYER!

- Revenue management
- The power of the mandate
- The importance of trust

HOW BEING A BUYER AFFECTS MY SUPPLIER BEHAVIOUR

- To listen and to know when to shut-up
- Consultation
- To act as a resource, rather than a sales person
- Compromise
- Manage expectations
- Deadline
- Follow-up

PERFECT BUYER BEHAVIOUR!

- Honesty and openness
- Be respectful when RFP-ing
- Give a debrief and full feed-back

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Darren Williams



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MY ROLE



- Drive business sales across all channels
- Lead the indirect sales teams to increase revenue through managed and unmanaged accounts
- Develop Eurostar's sales proposition
- Deliver standards and consistency within the team

TARGETING THE TEAM



- Bonus structure
- Revenue targets
- Clearly defined personal objectives

A SUITABLE CLIENT PROFILE



- Route spend and historic data
- Marketing opportunities
- Policy and control
- Other revenue opportunities

CLIENT DEMANDS



- ✓ Consistency
- ✓ Professional Approach
- ✓ Service
- ✗ Targets
- ✗ Discounts increasing in direct proportion to volumes
- ✗ Deals without policy, control or historic spend

WHAT WE LIKE & DISLIKE



- ✓ Open company culture
- ✓ Realism
- ✓ Honesty
- ✓ Ability to see each other's position
- ✓ All challenges



THANK YOU!

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Rod Richardson
Travel Manager
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About us

The Wellcome Trust is the most diverse biomedical research charity in the world. We spend about £650 million every year both in the UK and internationally achieving our mission, supporting and promoting research to improve the health of humans and animals

Gamekeeper turned Poacher?

- Clarity on level of service
- Insider knowledge
- Knowledge of supplier contracts

When is a good deal a good deal?

- Buyer beware
- Valued partnership

Recipe for Success

- Buyer needs to be clear on requirements
- Travel Programme requires flexibility
- Buyer needs to be one step ahead

Takeaway

- Don't undervalue the relationship
- Know your product
- Negotiation, negotiation, negotiation

Rod Richardson
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