



Communicating the Value of Educational Procurement

What's Your "Sales Pitch"?

PURPOSE

Consider: What are you trying to achieve? What do you need?

SERVICES and RESOURCES

Consider: What do you offer your team/department/campus? What are your contributions?

STAKEHOLDERS

Consider: Within your department? Campus? External?

Objective + Service + Audience = Value Proposition

What's Your "Sales Plan"?

How do you gauge the health of your current relationships?

What is your goal/ideal relationship status with each department/stakeholder?

How will you get to your ideal relationship?

What's Your Timeline?

How do you keep your value proposition updated?

How often do you reflect on your work? Monthly? Quarterly?

How do you measure your success at communicating your value?