

Sound Commercial skills are the backbone of every successful business.

Get to the Top ...



COMMERCIAL AWARENESS

As a manager or in a technical role, an engineer or business specialist, you'll have enough to worry about without concerning yourself with the commercial aspects of business.

Unfortunately purely focusing on your job function often isn't sufficient to get ahead. Your success depends on your company winning and fulfilling orders.

This workshop has been designed to provide you with a strong appreciation of the commercial environment.

With a better understanding of business & commercial objectives, you can see more clearly how you can actively contribute to them; significantly helping your company and career advancement.



Paul Shields -Your Presenter

As Commercial Manager at Bombardier Aerospace, Paul was lead negotiator and contract signatory to aerospace contracts worth hundreds of millions of pounds and responsible for multi-million cost reduction initiatives.

Now working on the other side of the fence; Paul's skills are in constant demand, helping industry in North America & across Europe with his commercial and cost analysis skills. He has been involved with several Billion dollars of work in the past six years alone.

Author of his own unique "Six Pillars" approach to cost reduction, Paul is also a guest lecturer at both Cranfield and Queens University.

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Give Your Business a Helping Hand

Commercial Awareness. Key Benefits

This programme will help you:

- Gain a crucial sense of commercial awareness. A better understanding of business objectives and how you can actively contribute to them.
- Understanding contracts; together with a working knowledge of terms & technicalities
- Add to your organisation's commercial management
- Understand the financial issues and appreciate business challenges faced by your accounting colleagues – no conflict, collaboration.
- Contribute the logic and reason, commercial judgements & boost career development .

Who Should Attend?

Managers, Senior Execs or anyone in a discipline where performance has a direct impact on the success of the company.

- Project managers/directors/engineers
- Engineers – design/mechanical/maintenance
- Technical cost and estimating managers
- Production/programme managers
- Product managers
- Sales managers
- Business development managers
- Contract managers
- Commercial managers
- Executives & Small Business Owners

Workshop Details

Due to the Interactive nature of this workshop; to be effective, places are restricted to a maximum of 15, allocated on a first come first serve basis.

Venue: Aston Business School, Birmingham

Duration: 1 Day

Date: See Web Site or Contact us

Cost: £345+VAT per person

BOOKING

Contact us for more details:

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Workshop Content

Marketing and Bidding

- Marketing & Business Development
- Invitation To Tender
- The Bid/No Bid Decision
- Proposal Preparation
- The Bid Flow Chart

Cost Estimating

- Organisational Financial Structures
- Identifying Cost Elements
- Case Studies -inc 3-Types Cost Estimation
- Target Costing
- Building An Estimate
- Incorporating Contingencies
- Relationships Between Cost And Price

Procurement Strategy

- Core Competences
- The 'In House' v Buy Decision
- Low Cost Sourcing
- Partnerships And Alliances
- Supply Chain Management

Financial Modelling

- Investment Versus Recovery
- Phasing Of Costs/Payments
- Financing Costs
- Cash Flow Illustration
- Key Financial Measures

Risk Management

- Industry Illustration
- Schedule And Cost Relationship
- Risk Management And Decision Making
- Risk Assessment/Analysis
- Risk Identification
- Qualitative & Quantitative Risk Analysis
- Uncertainty Versus Risk
- Risk Response Planning

Successful Negotiation

- The Underlying Facts
- Stages Of Negotiation
- Gathering Information
- Negotiating Styles
- Negotiating Rules And Principles
- "Clues" And "Signals"
- Successful Negotiation

The Agreement – Typical Sales Contract

- Rights And Obligations
- Types Of Contract
- Payment Terms
- Ordering And Lead time
- Damages And Penalties
- Intellectual Property
- Delays & Warranty
- Termination & Dispute Resolution
- Applicable Law