



## Great procurement **is proactively embraced by business functions**

A wise man once said, “knowledge is grown by sharing, not hoarding.” Proactive procurement adds deep category expertise to the wider business. By sharing and collaborating, the value of procurement is proven and trust grows. Here are three ways to build those essential relationships:

### Open doors to new relationships

Procurement first needs a deeper understanding of the challenges facing the individual function. With that understanding, procurement can work to establish a rapport built on sound advice, timely insight and, above all, freedom of choice. Advances in data and analysis provide new opportunities to demonstrate the fresh insight you can bring to the business.

**Procurement Benefits:** An inquiring approach helps CPOs rewrite outdated views of procurement. Newfound confidence in the function furthers appreciation and demand for the expertise you bring.

**Business Benefits:** This approach helps the organization both appreciate and embrace procurement, and achieve its most essential objectives, collaboratively, innovatively and cost-effectively.

### Expand your value

Procurement’s reach and impact is expanding—beyond the old “savings-only” thinking to an insight-driven function that brings leading practices and innovation to business partners across the enterprise. By proactively sharing your insights—from within and outside the business—you can help others determine the most efficient organizational structures, access key data to decide or establish the best balance of work for suppliers and internal teams, and shape compensation models that maximize value for the entire business.

**Procurement Benefits:** Gaining the trust of the wider business helps CPOs establish a key role in future supplier partnerships, deal rates, ecosystem models and even pricing structures. Once that trust is established, procurement will be sought out by the business for advice and counsel.

**Business Benefits:** A proactive procurement function strengthens the knowledge base of the entire enterprise, increasing consistency, transparency and visibility so that the business understands what it’s paying for and whether it’s competitive.

### Embrace the new

Procurement is the eyes and ears of the most progressive organizations. By working across multiple units and regions, and treating suppliers more like essential partners, you can maintain a long-sighted understanding of the opportunities and challenges ahead, and become the go-to source of best practices, knowledge sharing and the most rewarding stakeholder innovations.

**Procurement Benefits:** Taking a long-sighted view places procurement in the best position to seek and receive insights and ideas from suppliers, lead co-innovation, and deliver future efficiencies.

**Business Benefits:** Proactive innovation helps the business to structure and shape itself for the challenges and opportunities ahead—and to actively create profitable opportunities first.