

SYNERGY 2009 Breakout Session
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Quo Vadis?

How Partnerships Lead to Effective Supply Management

This is the time to demonstrate additional value. It's important to find ways to collaborate with the supply base.

What are your major irritants in dealing with sellers (group feedback):

- ... Unprepared seller
- ... Blame it on the legal team
- ... Lack of visibility
- ... Seller says they have a cookie cutter approach
- ... Lack of guarantee
- ... Bad mouth competitors
- ... "Yes, but..."
- ... Hand-off from sales to operations
- ... Bait and switch
- ... Lack of follow through

The buyer wants a supplier to say, "What do you really want?" and then be willing to take on controllable risk and give the buyer what he wants. If suppliers consistently keep their promises, the buyer will come back.

Buyers and sellers have several competing interests (slide: Competing Interests). This is why it's so important to plan your business together. The seller should be asking "What does your business have going on for the next three years and how can we help you get there?" Buyers and sellers should get to a level of collaboration and meet in the middle; every situation is unique.