



# ENHANCING COLLABORATION, TRUST, AND VALUE

*The Importance of Building  
Relationships with Stakeholder  
Groups in Procurement*

Room 2 | 12:00 PM – 1:15 PM

## Presenter

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SAMPO Executive Board

# Agenda

- Introduction
- Understanding Key Stakeholder Groups
- The Role of Procurement in Relationship Building
- Benefits of Strong Stakeholder Relationships
- Practical Strategies for Building Relationships
- Challenges and Solutions
- Case Studies and Examples
- Q&A and Discussion





# THE ROLE OF PROCUREMENT IN MODERN PROCUREMENT ORGANIZATIONS



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# The Role of Procurement

- Key Driver of Organizational Success
- Responsible for sourcing and managing suppliers
- Procurement goes beyond cost savings
- Relationships help align procurement strategy with broader organizational goals



# NETWORKING EXERCISE MEET SOMEONE NEW AND LEARN FROM EACH OTHER

What challenges have you encountered in maintaining stakeholder relationships in procurement, and what strategies have you used to address them?



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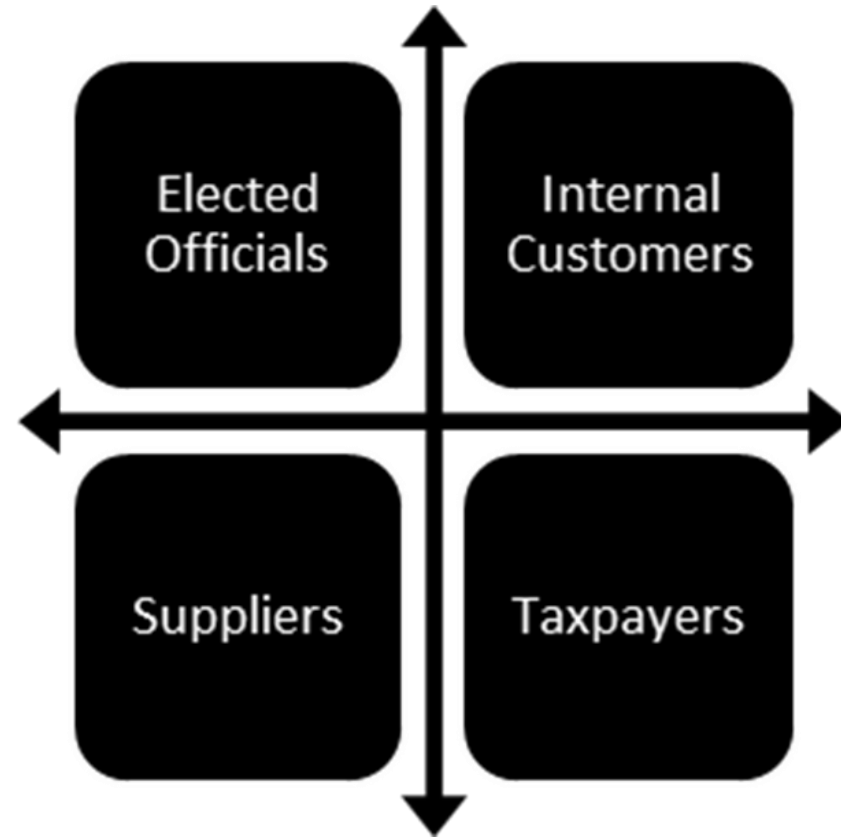
# UNDERSTANDING KEY STAKEHOLDER GROUPS



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# Identifying Procurement's Stakeholder Groups



# What do Elected Officials want from Procurement?

Elected Officials have various needs from the procurement function:

- Transparency
- Compliance with laws
- No negative Publicity
- Cost savings
- Revenue generation
- Productivity improvements
- Customer satisfaction
- Social procurement programs





# What do Internal Users want from Procurement?

Internal Users have various needs from the procurement function:

- Items and services on contract
- Quick delivery
- Quality products and services
- Online ordering
- Efficient and streamlined processes - less red tape
- Someone to solve their problems
- Superior customer service
- Cost savings
- A procurement department that says “yes we can”



# What do Suppliers want from Procurement?

Suppliers have various needs from the procurement function:

- Fair and ethical treatment
- Efficient and streamlined processes – less red tape
- Non-restrictive specifications
- Same information provided to all bidders – transparency
- Objective supplier selection criteria
- Reasonable payment times



# What do Taxpayers want from Procurement?

Taxpayers have various needs from the procurement function:

- Assurance that their tax dollars are being spent efficiently
- That procurement is obtaining the best value for their money
- Fair and ethical treatment to all those involved
- To have educated and trained public procurement personnel



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# Mapping Stakeholders needs and influence

- The value of mapping stakeholders based on needs and influence to prioritize engagement efforts
- Techniques such as influence-interest matrices that assist procurement professionals in developing targeted strategies for high-priority stakeholders.





# THE ROLE OF PROCUREMENT IN RELATIONSHIP BUILDING



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# The Strategic Value of Relationships

- Procurement as a strategic partner within the organization
- The shift from transactional to relational/strategic procurement







# BENEFITS OF STRONG STAKEHOLDER RELATIONSHIPS



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# Key Benefits for Internal Stakeholders

- Improved communication and collaboration across departments
- Alignment of procurement goals with broader business strategy
- Faster issue resolution and decision making



# Key Benefits for External Stakeholders



- Strengthened supplier relationships and improved contract performance
- Access to innovation through close partnerships with suppliers
- Enhanced compliance with regulatory requirements



# Data-driven Benefits

- Use data and metrics to demonstrate the value of strong relationships in procurement
- Highlight metrics like improved performance, cost savings, and efficiency gains that result from effective relationship management.







PRACTICAL STRATEGIES FOR BUILDING  
RELATIONSHIPS



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# Communication is Key

- Regular updates and open communication channels
- Tailoring communication style to each stakeholder group's needs





# Collaboration Tools

- Leverage technology to collaborate effectively (e.g., Teams/Zoom meetings, project management tools (e.g., SharePoint), supplier portals)
- Regular meetings, check-ins, and feedback sessions



# Mutual Trust and Respect



- Invest in relationship-building activities
- Respect stakeholder time and priorities



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# MANAGING CONFLICT AND NEGOTIATION

- Handle disagreements constructively
- Balancing stakeholder needs with procurement objectives



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# CHALLENGES AND SOLUTIONS



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# Common Challenges In Stakeholder relationship building

- Misaligned objectives
- Lack of communication and transparency
- Resistance to change



# Solutions to Overcome Challenges

- Develop stakeholder engagement plans
- Training of procurement staff on soft skills (communication, negotiation)
- Encourage cross-functional teamwork







## CASE STUDIES AND EXAMPLES



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# King County Washington

- Improving collaboration and creating partnership with the County's Department of Information Technology (KCIT)



# City of Chicago

- City of Chicago's Smart Lighting Program – demonstrates how the city's procurement department worked closely with suppliers to drive innovation in urban infrastructure while improving efficiency and sustainability



# Questions for Further Discussion

- What are the key elements that contribute to a strong, mutually beneficial relationship between procurement teams and government stakeholders?
- How can procurement professionals effectively manage supplier relationships to foster transparency, trust, and long-term collaboration?
- How can procurement teams balance the need for compliance with the flexibility needed to maintain positive supplier relationships?
- What practices or tools have you found helpful in improving communication and collaboration with key stakeholders in the procurement process?





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Questions?