



## Commercial Awareness

Commercial awareness is fundamental to business success. Commercial acumen comes from a sound understanding of commerce: the buying and selling of goods and services and the factors that influence success. By appreciating the processes, relationships, risks and costs involved in commercial transactions it is possible to assess whether value for money has been achieved. Commercial awareness is not the domain of the procurement, contracts or other commercial function. It is the means by which all individuals throughout an organisation operate to minimise exposure to risk while achieving corporate objectives.

### The programme

This one-day programme focuses on providing an understanding of key commercial issues for businesses and helps to develop commercial acumen:

- The changing commercial environment
- The commercial manager: Attributes and behaviours
- Financial environment: Understanding costs
- Risk identification and management techniques

### Who should attend?

This commercial awareness programme is designed for a wide range of individuals in public, private and non-for-profit organizations who have a direct interface with suppliers or customers or colleagues and need to be confident commercial decision-makers including:

- Individuals new to commercial positions
- Experienced managers who are new to commercial positions
- Managers in businesses in transition who are finding their role is becoming increasingly commercial

### Benefits of Attending

Following this programme, delegates will have greater confidence in their ability as commercial managers by understanding:

- The factors influencing business stability and success
- The nature of commercial behaviour
- How to assess more value for money
- The processes, relationships, risks and costs involved in commercial transactions
- How to identify, quantify and manage risk
- Recognise and deploy appropriate approaches for managing risk

Power Seminars

Tel 0141 427 0735 Fax 0141 427 2020

[www.powerseminars.co.uk](http://www.powerseminars.co.uk) e-mail [ej@powerseminars.co.uk](mailto:ej@powerseminars.co.uk)