



Utah Purchasing News

October 2001

<http://napmutah.org>

Monthly Happenings

**Pre-Dinner and Dinner
Thursday, October 11th, 2001**

LOCATION

Ogden Marriott
247 24th Street
Ogden, Utah
(take 25th Street Exit & travel East)

4:30 - 5:30 P.M.

Professional Development Workshop
"Request for Proposal & Source Selection"

6:00 P.M. Dinner

"Managing the Contract / Supplier Performance
Review"

Preston J. Leavitt, C.P.M., Ph.D., J.D., Attorney

Dinner Menu:

Tossed Salad
Poached Salmon
Rice
Vegetable
Dessert

President's Corner



Are You A Good Customer?

If any of us think that the economy is in great shape and companies are rolling in the profits, we need to pull our heads out of the sand. We have seen company after company announce job layoffs and cutbacks. The Federal Reserve has cut interest rates eight times now in an effort to avoid a recession. Every company I know of is looking at ways to cut cost and add value to their bottom line.

One of the areas that companies look at to cut cost is their customer list. How much does it cost to sell to these customers and what margins of return to they get? There is a tendency for some buyers to put too much stock into the adage AThe customer is always right. After all, it makes us feel good to hear that we can do no wrong.

Some questions we could ask ourselves are; Are we easy to contact or does it take several days playing phone tag to get a question answered? Are we unreasonable with our demands? Are we giving a reasonable amount of lead-time for our orders or is everything a Arush order? Are your specifications clear and easy to understand? Do you honor the commitments you have made? Do you treat all suppliers fairly?

As we look to ways that we can be better

customers, we will find our ability to attract world-class suppliers to be much easier. It has been said that if you can build a better mousetrap, the world will beat a path to your door. If you are a world-class customer, suppliers will beat a path to your door to do business with you.

Trent N. Baker, C.P.M.
President
NAPM-Utah

MARKETING CORNER: Cheryl Ransom

The first law of Marketing is "People don't buy products or services, they buy solutions to their problems." In actuality, there is no difference between a product and a service. Both are vehicles for delivering solutions; however you can't take home a service in a box. Products are tangible; services are intangible. Buyer's can't see, feel, smell, hear or taste a service before they agree to buy it. When they purchase a service, they purchase a promise of satisfaction and that requires a "leap of faith" that purchasing a product does not.

Services can't be separated from their providers. Most services are delivered by people. To buy a service, one must come in contact with the one who provides it. Therefore, the people aspect of NAPM is of paramount importance. The Board of Directors of NAPM-Utah are committed to its mission and vision statement. NAPM is an educational association whose focus is to promote the purchasing and supply management profession.

Basically, the marketing of services center around four "utilities". The form utility has to do with the way the service is rendered. The Place utility has to do with where the service takes place. Time utility comes from having the service available when the customer wants it. Possession utility comes from pricing the service right and going out of the way to assure customer satisfaction. If you know what customers value, you're more likely to be able to market your services successfully.

To help NAPM-Utah with its marketing endeavors and its goal to be a problem solver for individuals and organizations, a survey has been provided. It is housed on our website (napmutah.org). Please take a moment to answer the ten questions that are listed there. The four utilities have been incorporated into the survey. The survey will also be available at our October dinner meeting as well.

Contact Cheryl Ransom at cherylransom@hotmail.com or 801-794-2600; fax 794-2700 with questions. You can also use these numbers to fax/email your response.

NAPM-Utah is committed to adding value to each member and the organizations they represent. You can assist us in this process by completing the short survey. The information will be compiled and given to our Board of Directors to help plan programs and address concerns. Thanks for your help.

SPOT LIGHT

Patti Porter

Professional & educational accomplishments:
C.P.M.

Purchasing Manager for Lifetime Products
NAPM Membership Committee Chairperson
Over 12 years Purchasing experience
BA in Business Administration
Member of APICS, close to APICS certification

Personal:

Patti is a mother of 4 who loves being a new grandma to her 8 month old grandson, spending time with her family, scrap-booking, reading and doll collecting.



Dinner Meeting Reservations

Please R.S.V.P. no later than 3:00 p.m. on Monday, October 8th.

Meeting: October 11th, 2001
Location: Ogden Marriott Hotel
247 24th Street
Ogden, Utah
Attention: Jim Phillips, C.P.M.
Vice-President, NAPM-Utah

Company _____

Name(s) Attending	Professional Development Workshop (4:30)	Dinner (5:45)
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

R.S.V.P. by any of the following;

Online: www.napmutah.org
E-Mail: jphillip@dot.state.ut.us
Fax: (801) 965-3836
Phone: (801) 965-4073
Mail: Jim Phillips, C.P.M.
UDOT
4501 S. 2700 W.
Salt Lake City, UT 84114



NAPM-Utah

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