



PROJECT MANAGEMENT CENTER FOR EXCELLENCE

A.J. CLARK SCHOOL OF ENGINEERING
Civil & Environmental Engineering Department



CONFRONTING THE BROKEN PROCUREMENT PROCESS: WHAT CAN WE DO ABOUT IT?

Matthew Neuberger

2017 Project Management Symposium

70% will negotiate even when
they don't need more off without
disclosing their motivation

You don't need to discount.

90% buy more than the low
bid

People will pay more to work
with people they trust.

- Be intentional about relationship development
 - Targets
 - Activity Plans
- Never bid to a stranger
- Convert pre-con into commitments
- Be prepared to agree it's not a fit

- Speak your customer's language: problems you solve
- Help customers to talk about their biggest fears
- Understand the decision process
 - Contract-type
 - Owner involvement

When buying, establish your
buying criteria. It's more than
the lowest number.



The Neuberger Team

We are accepting applications for new client-partners