



Commercial Awareness Training Supplier Brief

Introduction/Background

At the beginning of April 2013 The Coal Authority embarked on its five year plan to become more financially self-sufficient by realising the economic value in our people and information for the good of the public. Our longer term goal is to build on our existing leading practices and become a world leader in resolving the impacts of mining.

With the change to commercialisation all staff will be required to work differently, as reflected in our new Values and Competency Framework. To support this change additional training is required for staff members engaging in commercial work and to facilitate a change in mind set and working behaviours that align to the commercial environment. As such we are inviting training providers to provide quotations specifically for negotiation training that align with the requirements detailed here.

A number of our staff have interactions with the public, contractors and commercial interests and will be required to negotiate effectively and find best value where possible.

Purpose & Scope

We want to provide negotiation training at two distinct levels to two staff groups, these are;

1. Introductory level – delivered to a cohort of 12 participants who in their roles deal with members of the public, contractors and business clients. Within their day to day interactions we want these staff to be able to negotiate effectively; they may be involved with traditional negotiations around the price of services or negotiating access to a piece of land, negotiating the disposal of a piece of land or negotiating a service such as civil engineering repatriations. We would class these staff members as being very technically competent but lacking in commercial acumen.
2. Advanced level – Delivered to a cohort of up to 6 participants at Head of Department level, the training will provide learning around the same requirements but at an advanced level, these staff may have a higher level of commercial acumen and will be developing long term relationships with commercial clients. We wanted the focus to be more around the



strategic element of negotiation and negotiating with more senior level staff in counterpart organisations.

This need has been identified so that participants from our operational departments can seek to generate financial revenue and equip them to contribute to our commercialisation strategy, for both cohorts an introduction to planning a negotiation is an important criteria as this has been identified as a skill/knowledge which is not currently known or understood.

Learning Requirements

We have identified a number of requirements we would like to be covered in the training, these are detailed below.

Suppliers are encouraged to suggest additional learning modules related that are not detailed here but may be included in their existing training programmes

Negotiation

- Negotiation strategy, and how it varies from one off deals to long term mutually beneficial partnerships
- Negotiation styles for different types of partner/customer
- Planning and preparation essentials for negotiations
- Negotiation tactics and tools
- Roles in team negotiation situations
- Spoken/written language and body language/behaviours (e.g. effective listening and questioning) for negotiations
- Trading concessions

Learning outcomes/impact

Those who attend the course will be provided with the knowledge and confidence to effectively plan and execute negotiations within their day to day work. Attendees ideally will be provided with appropriate planning tools and be able to use these to implement a methodology in planning a negotiation. Attendees will have an understanding of building and developing relationships and the importance of maintaining the Coal Authority's reputation and demonstration of brand values.



Participants will also have an understanding of how to achieve best value through their negotiations.

Delivery Method

Training must be delivered on site at the Coal Authority in two distinct groups

The initial cohort at introductory level of 12 participants should be trained during July/August 2015; the preferred duration is 2 consecutive days.

The second cohort at advanced level of up to 6 participants should be trained during the current financial year.

Suppliers are asked to consider the brief and provide innovative options around the length and style of delivery, bearing in mind The Coal Authority is seeking to cause minimal business disruption.

Evaluating Proposals

Suppliers are asked to submit their proposals to [REDACTED] (Organisational Development & learning Coordinator) by Thursday 9th July via email [REDACTED]

An initial review of the proposals will be based on the following criteria.

1. Overall Cost for the proposed negotiation Training
2. Quality of Service Provision for the requirements including, <ul style="list-style-type: none">• Understanding of The Authority's requirements• Quality of supporting materials (planning tools etc)• Effective delivery of training programme to front-line staff• Recommendations on how we can measure cultural change as a result of the training
3. The ability of the provider to deliver the training to the first cohort in July/August 2015.

This initial review will take place between 10th - 13th July 2015 and suppliers will be informed of the outcome no later than 5pm 13th July 2015.



[REDACTED]

Following submission of the initial proposals The Coal Authority may have further questions around the proposals made; these will be directed at providers by [REDACTED] [REDACTED] (Organisational Development & Learning Coordinator)

If you require any more information please contact [REDACTED] via the email address already provided.