



Australian Government
Department of Industry,
Innovation and Science

Business

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Entrepreneurs' Programme

Supply chain workshop for Gippsland businesses

Do you want to become a preferred supplier to your customers? Do you want to break into new markets? Do you want to unlock the value in your supply chain?

"Building Value in Customer and Supplier Relationships" is an engaging and interactive half-day workshop that will give you the skills and confidence to:

- Identify your customers' operational imperatives and how you can position your business as adding value
- Source relevant industry information and data and use it to target and tailor your pitch
- Approach new potential customers and get their attention
- Communicate effectively to determine customer needs and sell your unique product/solution
- Maintain value-building long-term relationships with customers and suppliers.
- identify ways your own supply base can contribute to your and your customers' success?

At the end of the workshop you will be armed with a set of simple tools that you can immediately put to use to increase customer and supplier engagement and enhance existing relationships.

This workshop is being delivered by *Shipleys Asia Pacific* which is part of a global consulting firm that has been helping companies big and small around the world win business over the past 42 years

This training is being offered at no cost to your business, other than the investment of your time, as part of the Government's Entrepreneurs' Programme.

Places are limited... register now!

When

Tuesday 15 March
13:00-17:00

Where

Bairnsdale Sporting & Convention Centre
177 Omeo Highway
Bairnsdale, 3875

RSVP by 5.00pm

Thursday 10 March

[Click here to email](#)

About Supply Chain Facilitation

Supply Chain Facilitation, under the Entrepreneurs' Programme, offers eligible businesses a practical approach to developing their capabilities and improving their ability to interact with, and supply into new and existing markets. The focus is on identifying improvements and opportunities within a supply chain and delivering a tailored plan of action to best position each business for commercial success. For more information, please visit:

www.business.gov.au



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Innovation and science are critical for Australia to deliver new sources of growth, maintain high-wage jobs and seize the next wave of economic prosperity. Visit innovation.gov.au to find out more.