



*Dream of
Travel Writing*

Freelance Business Systems: Perfect Purchasing

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a desk. In the top left, there is a stack of papers. In the center, a laptop is open. To the right, there is a silver Moka pot and a white coffee cup on a saucer. The text "Today, we're going to talk about..." is overlaid in the center of the image.

Today, we're going to
talk about...

1. What does corporate purchasing really consist of? (a.k.a. how do companies justify whole departments for this?!)
2. What purchasing means and looks like for freelance travel writers
3. Three main ways to streamline your purchasing
4. Tactics to start today to improve your purchasing

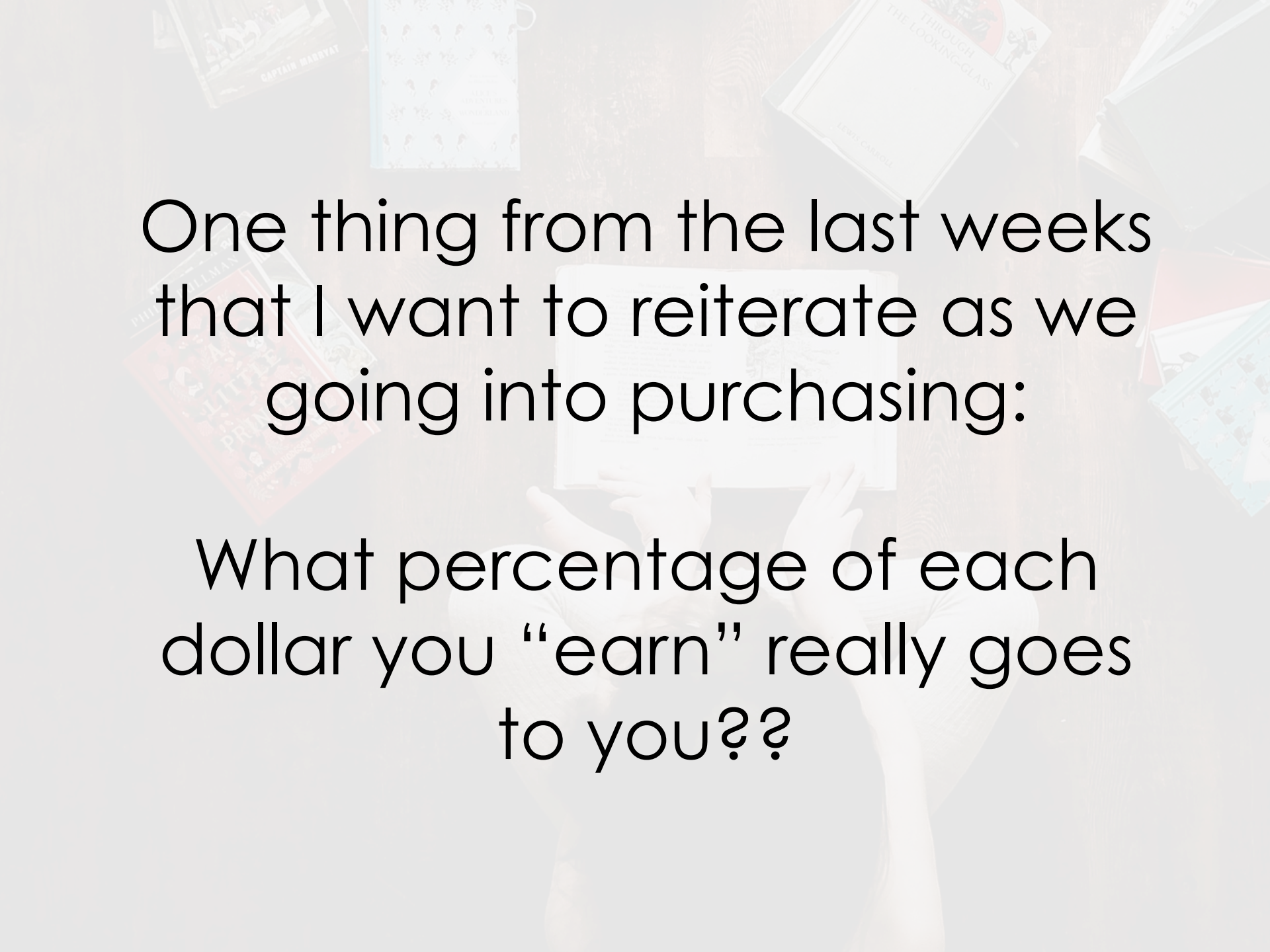


A photograph of a large train yard at sunrise. The sun is low on the horizon, creating a warm, golden glow over the scene. Numerous tracks run parallel to each other, leading towards the horizon. In the background, several train cars are visible, some with blue and white stripes. The sky is filled with soft, white clouds. The overall atmosphere is calm and bright.

Before we get this train moving...

#1: Why are we offering these hyper business-focused webinars for... travel writers?!

#2: Why are we starting with all of these soporific numbers?

The background is a faded, artistic image of a desk. On the desk, there are several books, including 'Captain Hatterat', 'The Looking Glass', and 'The Philosopher's Stone'. A person's hands are visible, holding an open book. The overall tone is educational and focused on reading.

One thing from the last weeks
that I want to reiterate as we
going into purchasing:

What percentage of each
dollar you “earn” really goes
to you??

A woman with long blonde hair, wearing a light blue dress and dark shoes, stands on a rooftop terrace. She is looking out over a cityscape with buildings and a clear sky. The scene is brightly lit, suggesting daytime.

Issue #1 when talking about
purchasing....

We are supposed to talk about
making money here, not
spending it, right?

Here's a job description for a corporate purchasing manager:

The Corporate Purchasing Manager develops, implements and evaluates the company's seating components and systems procurement strategies and processes, while also leading, mentoring and coordinating the activities of employees engaged in the seating purchasing team.

The role develops/executes sourcing strategies that utilize negotiation and purchasing techniques, manages supplier relations and supply agreement compliance, and leads/develops a team of purchasing managers from all the plants. The position oversees cradle-to-grave process, tracks supplier performance using dashboards for quality, delivery, service and cost **from intent to purchase, new supplier on-boarding, performance, and supplier exit**, and delivers **aggressive cost reduction objectives**.

Additionally, the Corporate Purchasing Manager **analyzes market and delivery conditions to ensure present and future material availability**, evaluates new/increased sources of supply that support plant expansions, **new products, and sustainability objectives**, and supports insourcing and outsourcing initiatives to **support rapid expansion of all facilities and continued volume growth**.

Wikipedia also says:

A Purchasing Manager is an employee within a [company](#), [business](#) or other [organization](#) who is responsible at some level for buying or approving the acquisition of goods and services needed by the company.

Responsible for buying the best quality products, goods and services for their company at the most competitive prices, purchasing managers work in a wide range of sectors for many different organizations. The position responsibilities may be the same as that of a [buyer](#) or purchasing agent, or may include wider supervisory or managerial responsibilities.

A Purchasing Manager may oversee **the acquisition of materials needed for [production](#), general supplies for offices and facilities, equipment, or construction contracts**. A Purchasing Manager often supervises purchasing agents and buyers, but in small companies the Purchasing Manager may also be the purchasing agent or buyer.

The Purchasing Manager position may also carry the title "**Procurement Manager**" or in the public sector, "Procurement Officer". He or she can come from both an Engineering or Economics background.

A Purchasing Manager's responsibilities may include:

- **seeking reliable [vendors](#)** or suppliers to provide quality goods at reasonable prices
- **negotiating prices and contracts**
- **reviewing technical specifications** for [raw materials](#), components, equipment or buildings
- determining quantity and timing of deliveries (more commonly in small companies)
- **forecasting upcoming demand.**



One more hat you're already
wearing and didn't even
realize it!

For our purposes, what do we really mean by “purchasing” or “procurement”?

- (a) Cost reduction
- (b) Seeking reliable vendors to provide quality goods
- (c) Achieving the best value

Three main ways to streamline purchasing:

1. Make very informed decisions the first time (achieving best value + cost reduction)
2. Have flows of who you buy from and do it the same every time (cost reduction—by saving time)
3. Dedicate the right card to purchases so it's easy to track later (cost reduction—by saving time—and achieving best value if you're using a rewarding card)

There are seemingly two competing priorities here:

- (1) How to not reinvent the wheel with each purchase
- (2) How to buy the absolute best thing for your needs at each point

(But they're secretly the same)

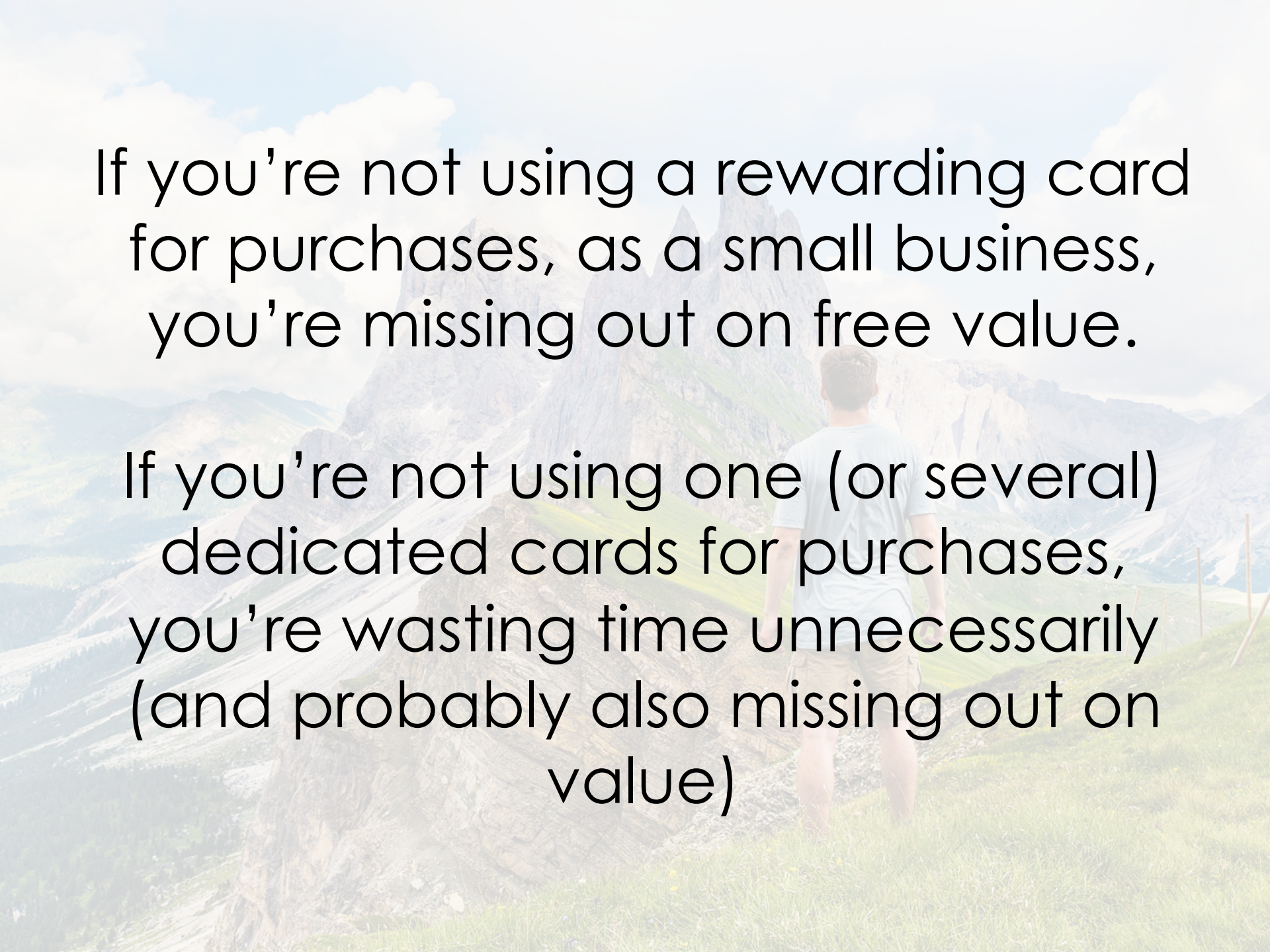
Companies approach this with bids, research, and a centralized supplier database

- Even if you aren't going to purchase something from a particular vendor right now, keep key information on hand so that you don't re-do the research the next time around
 - Pricing and packages
 - Pros and cons
 - Comparisons with competitors
 - Benefits/features/what's included
 - Is it only available certain times a year?
- Consider having easy-to-book, one-off VAs do the comparisons for you so you don't get over-attached early on

Think like a professional (or hire one)
when doing complicated purchasing
that requires negotiation and
relationships.

(Negotiation can also be with the web)

(Even companies with conference
planners use specialized hotel bookers!)

A person is seen from behind, standing on a grassy mountain trail. They are looking out over a vast mountain range under a blue sky with scattered white clouds. The person is wearing a light-colored t-shirt and shorts. The foreground is a lush green field with some small yellow flowers. The background features rugged, rocky mountain peaks and valleys covered in green vegetation.


If you're not using a rewarding card for purchases, as a small business, you're missing out on free value.

If you're not using one (or several) dedicated cards for purchases, you're wasting time unnecessarily (and probably also missing out on value)

Reward cards can:

- Offer cell phone replacement
- Cover primary travel insurance, including delay and lost bag protection, and primary collision and damage coverage on rental cars
- Give you lots of free things for the things you're already spending on (multipliers on hotels, flights, restaurants, online spend for marketing like FB ads for bloggers, web hosting, etc.)
- Make difficult travel arrangements that require speaking a local language for you
- And literally way more than we have time to explore!

Have you had a corporate credit card before?

- In many companies, they don't hand them out because
 - (a) money is tight
 - (b) not many people are allowed to make those decisions, because they require knowledge of
 - the budget
 - larger decision-making factors that most people in the company don't/can't/aren't allowed to have
 - Two positive corporate booking decision-making models:
 - Google
 - Basecamp
 - What can (and can't) we pull from these?
- 

A person with long dark hair, wearing a grey beanie, a yellow jacket, and blue pants, is sitting on a large rock. They are holding a white notebook and a pen, appearing to be writing. The background is a bright, hazy outdoor setting, possibly a mountain or a rocky outcrop. The overall tone is calm and focused.

Have a lot to think about?

Good!

Choose one thing you know you need to purchase for your business regularly or coming up, and start there as a test case in your new purchasing policies.

Starting Tactics to Improve Your Purchasing

- What options are available for a discount? Purchasing in bulk or several months of something in advance?
- What other things might you pay for separately that you can combine with this purchase to get a package rate?
- Can you wait to purchase this item until it goes on sale? What do you need to set up to make sure that you don't miss that sale? (email or Google alerts, etc.)
- How does the forecasted need for this item look? How can you make sure to not purchase more than you need, and also take advantage of a larger need to buy in bulk at a discount?
- Can you collaborate with someone else to share the cost here?
- How do you need to consider the total cost of ownership (TCO) with this purchase? (with cars, this is an easy one to think about, but what other resources in your life function in a similar way?)

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

