

COGS Thoughts – Purchasing Control

"Control is an illusion, you infantile egomaniac. Nobody knows what's gonna happen next: not on a freeway, not in an airplane, not inside our own bodies and certainly not on a racetrack with 40 other infantile egomaniacs."

Dr. Claire Lewicki played by Nicole Kidman, Days of Thunder (1990)

I have a habit of remembering movie quotes, and this one has stubbornly lodged itself into my brain. To me it reveals how we as human beings are motivated, and thereby act and react in each of our worlds. Control, or the illusion of control, determines our course. If not evaluated, our course is thereby determined by others. Either way, we know that somebody is driving.

The world of purchasing is a fascinating study of control. How does widget 1 compare to widget 2? Who stocks them? How soon can I get it? What is the price? Ultimately, all of the information comes to us through the ultimate filter of reality: Facebook, LinkedIn and other marketing efforts. Manufacturers and Distributors spend billions of dollars controlling their message, distribution and representation, so that when the sales pitch is made, their will be acceptance.

From the purchasing perspective we have a choice. Time after time, the path of least resistance wins, and we are resigned to purchase from the obvious, loudest, closest and easiest. Instinctively we suspect there are better solutions, but other priorities obstruct the effort of analysis.

A buying group offers you an alternative, and an attractive solution to lower hard costs. However, be aware that in most cases, a buying group does not serve the buyer. All too often, they are simply a marketing scheme designed to achieve someone else's goals.

Today, everyone in the purchasing process works for somebody other than you. They offer solutions to their own problem, hoping that their solution pleases you. Ultimately, they are in control.

The COGS Approach is focused on you, and your company's needs. Through transparent, detailed and complete research the correct purchasing opportunities will be revealed and analyzed. By coordinating with fellow members, those opportunities will multiply exponentially. You will decide from these opportunities.

And best of all, you know who is driving.

Peter DeGelder
President
The COGS Approach Group Inc

