



**Betsy Bondurant, CMM, CTE**  
**President**  
Bondurant Consulting

Bondurant Consulting, led by Betsy Bondurant, CMM, CTE offers a unique 360° perspective with over 30 years of industry expertise in hotel sales, meeting & trade show management and corporate travel, including 12 years of direct involvement in the discipline of Strategic Meetings Management.

Betsy developed and implemented Strategic Meetings Management at the world's largest biotech company, which also provided her deep insight into the regulations affecting the Life Sciences industry. In 2007, she moved from the corporate meeting world to consulting, much of which has been on the procurement side as well as providing support to suppliers and corporate clients. In 2009, Betsy was one of the first to achieve MPI's Accredited Trainer designation. This diverse background positions Betsy uniquely for the successful development and delivery of outstanding SMMP content.

## keeping it SiMMPLe

Strategic Meetings Management: *Practical, Light and Effective*

### Business Relationship Audit Service

Are you sensing that your client relationship is not as strong as it was six months ago? Have your client satisfaction results inexplicably declined recently? You are midway through a multi-year contract with your business partner and you are not sure where you stand? If any of this rings true, you are in need of a business relationship audit with either your internal or commercial business partners.

During her many years as a corporate meeting spend executive, Betsy Bondurant knows firsthand how closely service levels for existing suppliers are scrutinized by internal customers. It is common knowledge that suppliers who proactively conduct an objective satisfaction audit are viewed as a more strategic partner by the client side relationship owner. Most corporate executives who participate in or who conduct audits find that processes and relationships improve, resulting in increased productivity and outcomes.

By bringing in Bondurant Consulting, you gain access to an unbiased, 3rd party seasoned professional who delivers objective and comprehensive perspective on the strategic partnerships which are critical to successful Supplier Relationship Management Programs.

In alignment with its *Keeping it SiMMPLe* philosophy, Bondurant Consulting provides a variety of services to the client and/or supplier to navigate successfully through these waters:

- Key stakeholder discovery interviews to understand current state
- Overlay best practice methodology in strategic relationship management with current practice
- Thorough review of contractual commitments, Scope of Work (SOW) and Service Level Agreements (SLA) ensuring that there is clear understanding of requirements by both parties
- Thorough assessment of existing processes, deliverables and services, resulting in improvement recommendations.
- GAP analysis and development of next steps for enhancing the relationship value

**Contact Betsy to discuss your business relationship audit today!**