

Hands-on course , 2
day(s)
Ref : AEN

Participants

Buyers, purchasing
managers, anyone who
needs to conduct purchasing
negotiations

Pre-requisites

None

Next sessions

How to improve your purchasing negotiations

OBJECTIVES

With this training course, you will enhance your purchasing negotiation skills through a specific method to prepare, exchange on best practices and work on negotiation behaviours.

1) Negotiation and procurement process

2) Fundamentals on purchasing negotiation

3) Method for successful negotiations

4) Identify your personal communication profile for better negotiations

1) Negotiation and procurement process

- The 5 steps of purchasing process : define business needs, develop procurement strategy, evaluate and select suppliers, negotiate
- Identify the business requirement : standard or specific procurement, strategic purchases... and the consequences on negotiations

2) Fundamentals on purchasing negotiation

- Presentation of the negotiations steps
- Stakes and targets
- The different actors and their relationships
- The main families of strategies

Exercise

Each participant gives a briefing about a real negotiating situation. The other participants and the trainer help preparing the session.

3) Method for successful negotiations

- Check list for preparation : What is a stake?, Outline and prioritize objectives, Evaluate the balance of power, Analyse the mutual interest in negotiating, Prepare the arguments, Define strategy
- • Lead and manage the negotiation Order of presentation of clauses Understand the communication process: verbal and non verbal, Active listening and empathy, How to sell goals, Identify the suppliers' strategies and tactics, Answering objections, Solutions to deadlock
- Close the deal : Moments and signs to conclude, Formalize an agreement, Open to the future

Case study

Different cases will be prepared with the methodology and tools discovered and performed. During the debriefing session, the trainer will focus on behavioral aspects

4) Identify your personal communication profile for better negotiations

- The different types of negotiators, Identify your own style
- Identify your personal communication profile: DISC assessment, VAK model
- Adapt your communication to the suppliers' profiles
- Develop assertive behaviour

Exercise

Behavioral pattern to discover personal communication profile