

Managing And Winning Tough Purchasing Negotiations

The Key Success Factors for Purchasing Professionals

Target audience

- Purchasing portfolio managers.
- Purchasing team members.

Pre-requisites

- At least one year's experience in purchasing negotiations or training in purchasing best practices

Objectives

- Identify and use purchasing negotiation best practices in all circumstances.
- Succeed with your purchasing negotiations by using the entire register of emotions.
- Identify suitable behaviours and put them into practice.

On-the-job benefits

- Consistently achieve objectives (especially in terms of gains)
- A more composed approach to negotiation meetings
- Stand your ground with seasoned sales executives
- Analyse your own performance and make visible progress
- Build your ability to deal with any purchasing situation, including very complex issues

Benefits for the company

- More attractive terms than your competitors and the best available purchasing solutions
- Purchasing excellence to secure supplier preference
- Purchasing team flexibility
- Purchasing policy rollout, especially in terms of cost reductions
- Anticipate and offset supplier-side risks more effectively

Special features of this course

Four key aspects of purchasing meetings to stay in control in any situation



Crossing the line

Role-play in pairs:

- > Make your case.
- > Change the other party's mind.

Managing emotions' sequences

Role-play:

- > Assess your own reactions in difficult situations.
- > Use tools to react efficiently and fast.

Situational assessments

A two-step case study (spanning the classroom course and an e-learning module):

- > Assess your power over the seller.
- > The right levers to make your case.
- > Their strategic impact on your negotiation.

The international puzzle

Game in subgroups

Find the pieces of the puzzle for the country of your choice:

- > Your contacts, their specific cultural preferences and the variables.
- > Their impact on the negotiation.

A course in negotiation skills devised specifically for purchasing officers

Accommodating the substantial difference between selling and purchasing negotiations:

- > Purchasers want to make sure they get the best bid in order to protect their interests
That is the main point of purchasing negotiations.
- > Sellers want to close the deal as quickly as possible to avoid having to improve their bid to the point where it hurts their interests.

Programme



Two 30' e-learning modules + Two-day classroom course + Three 30' e-learning modules



Impact of emotion in purchasing

- ❑ Organising your purchasing negotiations.
- ❑ Measuring the impact of emotions on your behaviour.
- ❑ Mastering your emotions and behaviour in purchasing negotiations.



Structuring your argument

- ❑ Constructing arguments that will have a strong impact on the seller.
- ❑ Classifying your arguments according to their importance and knowing when to use them.
- ❑ Building your presentation according to the clauses to be negotiated.

1_ Context-type 1 - everyday (basic negotiation situation)

- The impact of emotions
- A simple situational audit to define your negotiation strategies
- Organising the negotiation process - the 6 Cs principle
- Identifying perception modes

2_ Context-type 2 - ongoing negotiation

- Reducing the influence of beliefs and judgements that limit the buyer's behaviour
- Using informal exchanges
- Asking questions and making cases effectively
- Using verbal, para-verbal and non-verbal communication

3_ Context-type 3 - functioning under pressure

- Mentally preparing for a meeting with high stakes
- Assessing the situation objectively
- Cementing your arguments
- Developing assertive reflexes

4_ Context-type 4 - conflict

- Controlling emotions associated with sudden reactions
- Investigating the motivations and actual intentions of those involved
- The tools to unlock a difficult negotiation meeting
- Defusing an aggressive situation

5_ Context-type 5 - international environment

- Identifying and taking account of the place of emotions in a culture
- Analysing the major components of a culture
- Taking account of the methodological details of international negotiation
- Developing your flexibility and moving your markers



Buying negotiation: analysing the situation

- ❑ Defining situational intelligence.
- ❑ Being aware of your emotions.
- ❑ Carrying out your situational diagnostic.
- ❑ Developing added negotiating power.



Understanding the salesman

- ❑ Understanding your suppliers' preferred mode of perception.
- ❑ Obtaining the right information.
- ❑ Checking that messages have been understood.



Conflict in purchasing

- ❑ Understanding conflict.
- ❑ Evaluating terms and conditions in order to anticipate a breakdown in negotiation.
- ❑ Using the DESC method to manage conflict.
- ❑ Acting upon the right level to change the seller's position.

Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course