

Negotiation Strategies for Better Purchasing Value

Introduction

One of the most important and required skills for a purchasing professional is negotiation. In this course, we will explore the various modern negotiation methods from a purchasing perspective. We will cover in detail the various negotiation strategies required to meet the purchasing needs of the organization. The strong and weak points of the buyer along with the strong and weak points of the supplier will be explored. We will also discover the appropriate negotiation styles for various situations, including complex situations that will require careful attention.

Course objectives

At the end of the course, participants will be able to:

- Develop effective negotiation strategies to meet the purchasing needs of the organization
- Implement those strategies to maximize purchasing value
- Discover the appropriate negotiation style for each situation
- Explain how to handle and deal with complex negotiation situations
- Identify supplier strong points and buyer strong points

Target competencies

Preparation Strategies

- Developing Buyer Needs and Requirements
- Forming the Purchasing Negotiation Team
- Understanding the Buyer/Supplier Position
- Supplier and Market Analysis
- Reducing the Supplier Portfolio to the Critical Few Elements
- Forming a Pre-Negotiation Checklist

Implementing the Strategy

- How to Make the Purchasing Plan Operational
- When to Negotiate?
- Where to Negotiate?
- Understanding Supplier Expectations

Developing a Negotiating Style

- Attributes of a Good Negotiator
- How the Buyer Can Develop Those Attributes
- Types of Questioning Styles
- Expressing Your Purchasing Needs Effectively
- Active Listening Techniques

Positions of Strength

Supplier Strong Points

Buyer Strong Points

Being Aware of Supplier Hidden Tactics

Dealing with Complex Negotiations

Single Source Supplier

Win/Win Meets Win/Lose

Preparing and conducting individual and team negotiations

Practical Role Plays