



# Managing and Winning Tough Purchasing Negotiations

The Key Success Factors for Purchasing Professionals

## Who can benefit:

- Purchasing portfolio managers.
- Purchasing team members.

## If you want to...

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

## ...Then this course is for you.

## Model which guided the course design

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:

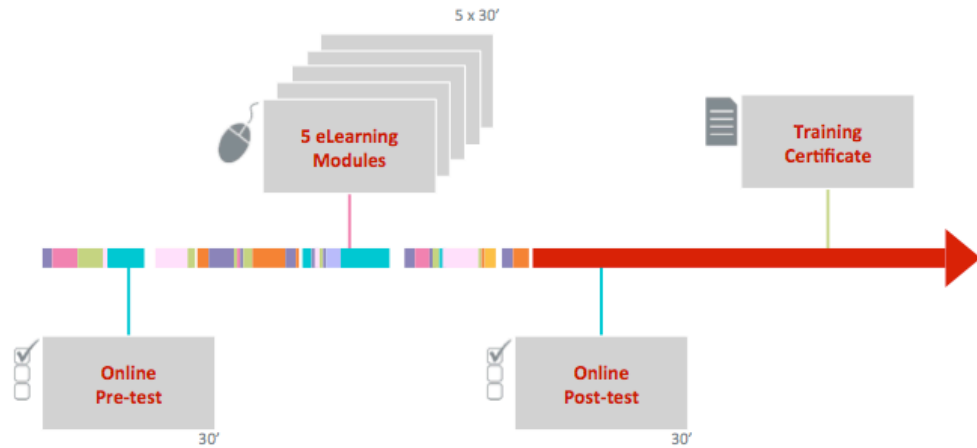
- > Your contacts, their specific cultural preferences and the variables.
- > Their impact on the negotiation.

### 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.

## Your training path



## Knowledge self-assessment

### Impact of emotion in purchasing

#### eLearning module 1

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

### Structuring your argument

#### eLearning module 2

- 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.

# Your training path (continued)

## **Buying negotiation: analysing the situation**

### eLearning module 3

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

## **Understanding the salesman**

### eLearning module 4

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

## **Conflict in purchasing**

### eLearning module 5

- 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.

## Progress self-assessment

## Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: [elearning@cegos.ch](mailto:elearning@cegos.ch)

## Evaluation and Certification

### Evaluation

#### Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

#### Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

### Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

