



Comprehensive Empowerment

Buyer: a key profession

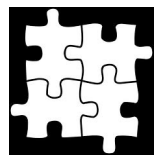
What are the various facets of a buyer? Among other things: administration, execution, rationalisation, contract preparation, standardisation, negotiating, respecting many constrains, advising beforehand, simplification, difficult decision-making, finding loyal partners...

What's in it for me in this workshop?

- Understanding what are the two main activities of a buyer
- Using a systematic process before, during and after the purchase
- Becoming the preferred adviser of internal prescribers
- Intervening early in the buying process
- Becoming a partner for suppliers
- Objectifying the choice of suppliers and products
- Understanding and tackling different types of constrains (internal, industry, market)
- Diagnosing the tools used by sales people and responding to them efficiently
- Negotiating good agreements without damaging the relationship with the suppliers



Understand



Integrate



Practise

Keep intuition and instinct - Add structure and strategy!

Comprehensive Empowerment - Avenue du Domaine 181/11 Domeinlaan, Bruxelles 1190 Brussel
T-F +32 2 346 64 17 - M +32 475 44 14 63 - info@comempower.com - www.comempower.com



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Agenda

Methodology

DAY I

- Your worst experience as a buyer
- Two main activities for buyers
- Structuring the job before, during, after a purchase

- Different types of markets
- The market constrains
- The internal constrains

- Product selection: criteria's
- Supplier selection: criteria's
- The selection grid
- The risks of being a buyer

- The sales tools used by a supplier
- How to detect them & respond to them

- The BATNA notion
- The negotiator's dilemma
- Distributing or Creating value



Subgroup Discussions



Role Plays/ Exercises



Tools, Models, Methods



Illustrative Videos

DAY 2

Tackling specific situations with participants, including role playing, preparation and negotiation



Role Plays/ Exercises

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