

# Elite Buyer

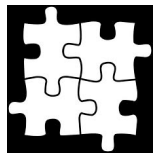
What are the various facets of a buyer? Among other things, administration, execution, rationalisation, contract preparation, standardisation, negotiating, respecting many constraints, advising beforehand, simplification, difficult decision-making, finding loyal partners...

## What is 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 constraints (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

## DAY 1

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



Subgroup Discussions

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



Role Plays/ Exercises

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



Tools, Models, Methods

- 📌 Sales tools used by suppliers
- 📌 How to detect them & respond to them



Illustrative Videos

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



Role Plays/ Exercises

## DAY 2

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