



The Negotiation Experts

C R E A T E      V A L U E

# PURCHASING NEGOTIATION TRAINING

*"Principle-centred, collaborative negotiation skills development for the purchasing professional."*

world of  
**learning**  
.....  
**Award**  
winner 2004

[www.negotiations.com](http://www.negotiations.com)

# 3 Day Buyers Negotiation Training

## Course Overview

'Buyers can improve their negotiation performance by becoming aware of how to negotiate optimally with experienced supplier sales resources.'

What strategies and actions can you deploy to enhance the outcomes of your negotiations with suppliers, internal departments, colleagues and other stakeholders?

When engaged in purchasing negotiations where your skill as a negotiator may prevent losses and increase the gains for you and your organisation, how can you significantly increase your capability to:

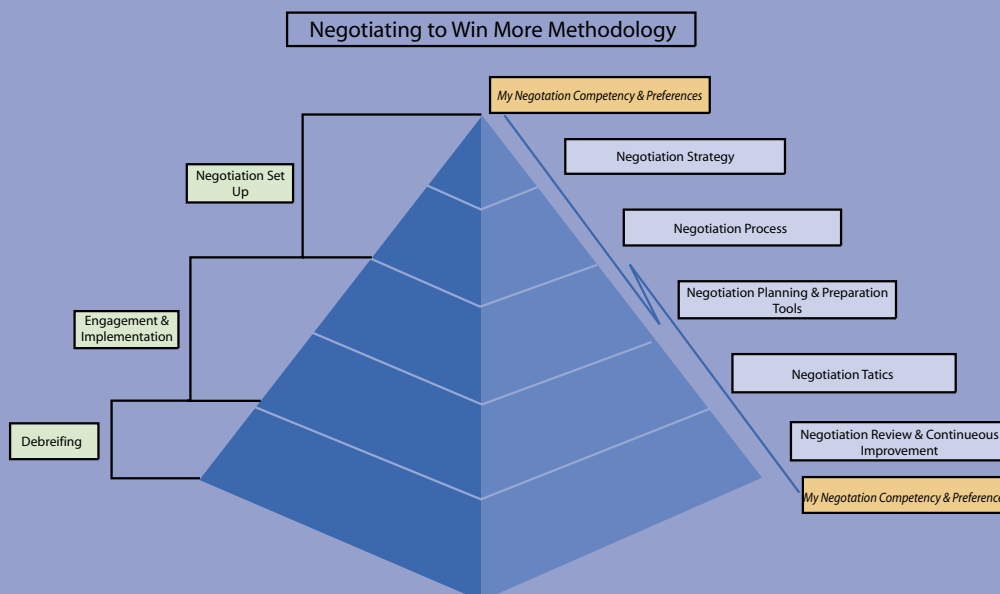
- ❖ Prepare effectively;
- ❖ Understand the needs & interests of all parties;
- ❖ Recognise and counter negotiation tactics;
- ❖ Conclude better agreements as a result of being creative; and
- ❖ Strike deals that deliver more value and successfully debrief all your negotiation engagements to ensure 100% optimal outcomes?

The Negotiation Academy - Europe has developed an award winning methodology specifically designed

to improve your negotiating performance. We call it 'Negotiating to Win More!' and it forms the backbone of all our consulting and training on negotiation.

The 'Negotiating to Win More!' methodology is based on a combination of sound academic theory and significant practical business negotiation experience to provide you with a due diligence framework that will ensure that you are able to:

- ❖ Move negotiations from claiming value to creating value;
- ❖ Avoid leaving value on the table;
- ❖ turn challenging relationships into rewarding relationships; and
- ❖ Counter negotiation tactics, and gain an in-depth understanding of the buyer/seller relationship.



'Very good speakers & teachers, very helpful tools.'



'I would have been more successful if I had received this knowledge beforehand - my eyes are now open and the blinkers are off!'



'I enjoyed the free flow of the course, as well as the credible presenters.'



'I particularly enjoyed the small classes and the very informal, friendly atmosphere.'



'I liked the practical work, concession strategy model and profiling. Many great examples/models ready to use in real business.'



'I liked the fact that the training was not a boring lecture but rather an interaction with all people actively engaged.'

## Key Outcomes

The Purchasing Negotiation Training workshop has been designed in partnership with Commercedge, a specialist procurement and purchasing consultancy organisation, and has been specifically created to address the needs of the purchasing community.

This workshop is aimed at buyers that have a beginner to intermediate level of negotiation experience and do not consider themselves experienced negotiators. The workshop is focused on setting in place principles for the development of robust procurement negotiation skills.

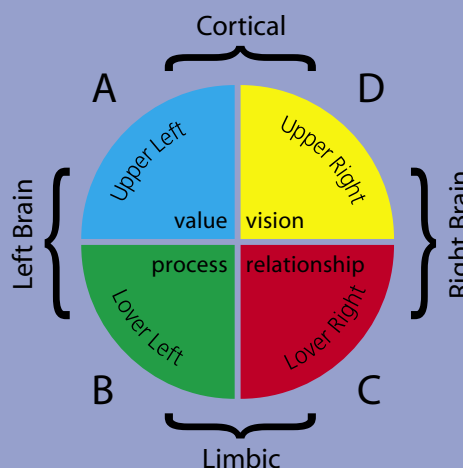
## Learning Outcomes

Upon completion of the Advanced Negotiation Training course you will:

- ❖ Understand the reasons why purchasing negotiators fail;
- ❖ Be aware of and understand your own purchasing negotiation competencies and preferences enabling you to build on your strengths and mitigate your weaknesses;
- ❖ Be able to thoroughly prepare for negotiations based upon an understanding of the key deal objectives of all participants to the negotiation;

- ❖ Be able to create a negotiation climate that will optimise your chances for a successful negotiation;
- ❖ Have acquired the ability to use a concession strategy to ensure that your negotiations assume an exchange character; and
- ❖ Have your own purchasing negotiation skills Personal Development Plan to assist you in further improving your capabilities.

## THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION



'Well presented, excellent course & will benefit me in my immediate environment.'



'Very enjoyable, but hard work - a sign of a useful day!'



Unilever

'Everything was good - lots of learning with a good pace and atmosphere.'



'Excellent course overall.'



'Not recommended for those wishing to stay within their comfort zones.'



'Profiling exercise was very useful and informative. I liked the interactive and "hands on..." approach as well as great location.'



'I particularly appreciated the Instructor's coaching ability.'

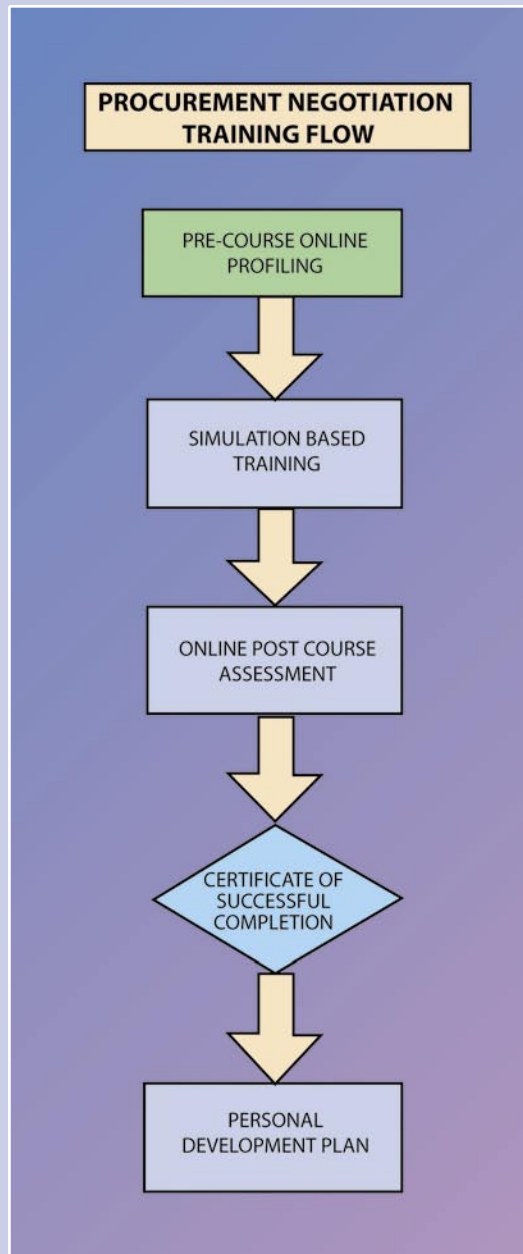


## Our Approach

The Purchasing Negotiation Training workshop has been designed to meet the needs of purchasing professionals, and has been specifically created to address the issues that purchasing professionals are confronted with during negotiations.

The 3 day purchasing negotiation workshop is structured in such a way as to provide delegates every possible opportunity to implement the essential negotiation skills, behaviours and principles learned during training. Learning is supported by the use of a variety of negotiation simulations and case studies to ensure delegates gain experience in each negotiation principle and build confidence in using the supporting toolset.

With significant experience on both sides of the table, The Negotiation Academy - Europe delivers high value, detailed skills transfer with real business benefit. Numbers are restricted to a maximum of 10 delegates to ensure a personalised, hands-on learning environment.



**Weatherford®**

'Very interactive training with extremely useful methodology overview, profiling and the question framework exercises.'



**radioscape**

'Good range of media and use of examples.'



'A good learning experience even for the most experienced of our sales teams.'



'I most enjoyed the interactive element that enabled us to put theory into practice and the diversity of the case studies & methods of teaching.'



'I liked methodology and information relevant to our business. Good interaction in small groups.'



'I enjoyed the atmosphere & style of presentation, really practical.'



## Who Should Attend

The Purchasing Negotiation Training course is designed for both buyers of varying experience levels. The workshop is appropriate for all buyers whose primary mandate is to negotiate successfully, with a view to instilling formal negotiation skills in a purchasing environment.

Previous delegates have included:

- ❖ Financial directors
- ❖ Procurement directors
- ❖ Purchasing managers
- ❖ Buyers
- ❖ Heads of department
- ❖ Account managers
- ❖ Financial managers
- ❖ Property Consultants
- ❖ Travel & Leisure Consultants

## Agenda Outline

### Day 1

- ❖ A whole brain approach to purchasing negotiation
- ❖ An overview of leading purchasing practices
- ❖ Personal purchasing negotiation preference profiling
- ❖ Negotiation leading practices

### Day 2

- ❖ Matching different types of suppliers with the appropriate negotiation strategy
- ❖ Videotaped negotiation simulation 1
- ❖ How to create a Negotiating to Win More! climate for negotiation
- ❖ Using and countering power in negotiations
- ❖ The art & science of persuasion

### Day 3

- ❖ Verbal & non verbal communication
- ❖ How to create common ground
- ❖ Creativity in negotiation - how to create options
- ❖ Videotaped negotiation simulation 2

Candidates will engage in negotiation simulations and case studies throughout the workshop to entrench the behaviours and skills advocated.



'TNA-Europe's preparation for the engagement was thorough and ensured that their instructors had a detailed understanding of our business environment and desired key outcomes.'



'I thought that the course was good. I thought the balance between practical work and theory was about right and I felt that the tutor was reacting to our needs rather than sticking to a prescribed agenda.'



'I liked "games" and sharing "life examples", which made me understand the techniques better. I've completed many profiling tests before but this one was the best!!!'



'I have recommended that this training should be conducted for other departments that deal with our customers. Excellent course to attend.'



'This was my first course of this kind and I found it very fruitful, enjoyable and interactive.'

## Entry requirements

An employer's recommendation may be required.

## Certification

Upon successful completion of an online post course assessment, successful participants will receive The Negotiation Academy - Europe's Certificate of Proficiency in Purchasing Negotiation Skills.

## Dates, Cost & Locations for Public Access Seminars

The Purchasing Negotiation Public Access seminar is 3 days in duration and costs £ 1 395 + VAT. The course fee includes:

- ❖ Pre course online preference & competency profiling
- ❖ Books and workshop manual DVD
- ❖ Copy of training slides (PDF)
- ❖ Refreshments throughout the day including 4 course lunches
- ❖ Profile debriefing and individual preference profiling results
- ❖ Personal Development Plan

Courses are scheduled to run regularly throughout the year in London, Amsterdam, New York and Los Angeles. For latest dates, venues and information on running the course in an in house format, please get in touch [www.negotiationeurope.com](http://www.negotiationeurope.com) call us on +44(0)8451298554 or send us an email at [enquiries@negotiationeurope.co.uk](mailto:enquiries@negotiationeurope.co.uk)

## Public Seminar Satisfaction Guarantee

Your satisfaction is assured by our 6 month 'skills deployment' guarantee. The best thing about our guarantee is that you can trial the skills that we have imparted for a period of up to six months. If during this time you find that for any reason our training course did not add value to your vocational environment, we will be happy to refund your course fees in full. This guarantee is available to all

delegates who have completed the entire course.

## Corporate Guarantee

We guarantee that the vast majority of your audience - at least 80% - will rate the workshop as relevant, educational, entertaining, thought-provoking and as having a business impact on their vocational environment. In the event that the guarantee is invoked, TNA - Europe will immediately return the full fee, less travel and other mutually agreed expenses. To validate this guarantee, TNA - Europe requires a 100% completion of the delegate feedback questionnaires.



'Fantastic experience!'



'I like having learned that negotiation can be managed as a structural process supported academically & practically for continuous improvement.'



'The case studies were very good as was the video on persuasion. Putting together SWOT, creativity, concessions strategy and trust building made this course very interesting.'



'Persuasion, questioning and the part on body language were excellent.'



'I would like to commend The Negotiation Academy - Europe on their engaging style and highly relevant, innovative content.'



**Companies in Group:**  
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Calum Coburn Associates

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