

NEGOTIATION WITH TOUGH PURCHASERS

Tools to know their negotiation techniques and how to avoid them

Objectives

- Understanding how purchasers proceed and learn how to adapt.
- Specifically adapted to negotiation with tough purchasers.

Concerned people

Sales person and every person brought to work with purchasers

Knowledge required

A first business experience









Duration

2 + 2 optional days.
Extra days enable to adjust the tools developed during the first stage and to perfect negotiation on harder situations. Possible to be individually coached.

Pedagogy & Practice The « + »

- Especially adapted to negotiate with buyers
- Lecture
- Experience shared with the participants
- Role-plays
- Videos
- Self-evaluation form

Knowledge acquired

-  **The different types of purchases and purchasers**
 What are the buying strategies?
 What are the different powers between purchaser and seller?
 What are the different purchaser's types?
 What are the typical purchase processes?
-  **Public & Private purchase processes**
 The different Request For Proposal types
 How purchasers build their demand (RFP)
 How to influence a Request For Proposal?
-  **How to get prepared before a negotiation with purchasers?**
 Negotiation characteristics
 Learn how to build a winning strategy
-  **How to manage a negotiation with tough purchasers?**
 Discovering your customer – Argue – 3 techniques to deal with objections – Protecting yourself – Concede with a compensation – Moving towards the final solution– Breaking-off scenarios: what to do if the situation is blocked.
 Adapted communication techniques
 Recognition of your interlocutor personality
 Price specific negotiation
-  **Conclude the negotiation**
 6 possible techniques to facilitate a commitment – What to do after getting the agreement or in case of failure
-  **The purchaser's 12 commandments**
 Negotiation principles applied by the purchasers
-  **The purchasers' traps – How to avoid them**
 Devaluation
 Threat
 Emergency
 Theatricals
 Colombo effect
 The Good guy and the Bad guy
 Limited budget
 Identical competition, etc.
-  **How to deal with a disagreement?**
 Rephrasing tactics – Redefining tactics

Particular situations – Bad faith
Assertive attitude, etc.

OPTIONAL DAY(S) :

Principles : After some weeks or some months, the participants come back in order to consolidate their acquired knowledge.

They give feedback about tested-out on-field practices, about what went well and about possible remaining difficulties.

From this phase (1 to 2 hours), a specific perfectible points-related agenda is drawn up.

The following points can be fully or partly included in the agenda:

- Feedback about some tools
 - Deeper negotiation plays
 - Methodology bringing-in and additional tools