

Subject : Stakeholder Management

Backdoor Selling

Program overview

- 1 hour e-learning
- 2 day classroom

Industry developments change the way we deal with our suppliers. Certain knowhow needs to be shared with suppliers, but only on a need-to-know basis. Companies can develop a policy to enable responsible sharing of know-how. Such a policy is then deployed via engineers, researchers & developers and other functions.

This behavioral training is focusing on employees that are frequently in contact with suppliers. The training will support them to responsibly share company know-how. Focus will be on behavioral aspects in the communication with suppliers.

Target Audience

This program is intended for employees:

- with a bachelor or master degree (or on equivalent level via work experience) with at least 3 years of business experience;
- who are considered key knowledge owners and in regular contact with suppliers.

Objectives

Through this program participants will be able to:

- understand the value of knowledge and what 'Only share knowhow on a need-to-know basis' implies;
- explain the implications of 'responsible sharing' of company specific knowhow;
- explain their role and responsibility towards a supplier;
- control a meeting with suppliers in a constructive way;
- explain the concept of 'Information is Power' related to supplier relationships;
- recognize tactics suppliers might use in order to strengthen their position;
- use of a repertoire of possible reactions to the tactics used by a supplier;
- ask different types of questions in order to strengthen the own position.

Subject : Stakeholder Management

Backdoor Selling

Content: E-learning, 1 hour

1. Negotiation Tactics (Introduction)
2. Negotiation Process
3. Self-assessment

Content: Classroom, 2 days

- Introduction
 - ◇ Introduction of program
 - ◇ Review of the responsible sharing of knowhow
 - ◇ Key challenges
 - ◇ Implications for communication with suppliers
- Communication skills to deal with suppliers
 - ◇ Essence of negotiation + meeting management
 - ◇ Meeting control
 - ◇ Questioning and listening
 - ◇ Influencing styles
- Backdoor selling
 - ◇ Concept of backdoor selling
 - ◇ Reasons for backdoor selling
 - ◇ Consequences of backdoor selling
 - ◇ Types of questions related to backdoor selling
 - ◇ Three ways (3 levels of communication) to deal with backdoor selling questions + exercise/role play
- Advanced communication skills
 - ◇ Dealing with resistance
 - ◇ Dealing with objections
 - ◇ Dealing with conflict