

Subject : Stakeholder Management

Purchasing as a Business Partner

Program overview

- 1 hour e-learning
- 2 day classroom

A different way of working is required for the sourcing community. Not only a different way of working on the content of purchasing but also in behavior. The personal challenges the contract manager and buyers face in their role asks for various skills. One needs to understand and react spontaneously to issues; come with solutions on the spot; 'use' others to create buy in; be receptive to customer issues (one chance); deal with resistance; combine customer's needs with overall company needs; know their own case and know how to 'sell' it and build and maintain good relationships with internal customers.

The training is focused on behavioral skills where some tools will be given as a support to explain how to come to effective communication with the customers. The training is focused on listening, interaction, communication and 'selling' in relation to the internal customer.

Target Audience

This program is intended for employees:

- with a bachelor or master degree (or on equivalent level via work experience) with at least 1 year of purchasing experience;
- who are responsible for meeting internal customers' demands;
- who are responsible for the implementation of company (wide) contracts.

Objectives

Through this program participants will be able to:

- execute effective "internal account management";
- build credibility with customers;
- deal with various decision-makers and influencers at different levels;
- overcome the challenges buyers face with the demand side (internal customers);
- find out the business need of the customer, the solution to the needs;
- build a value proposition (solution);
- sell the solution taking into account the purchasing policies developed by purchasing.

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Content: E-learning, 1 hour

1. Webcast

Content: Classroom, 2 days

- Introduction to consultative selling process (see figure)
- Need Analysis
 - ◇ Stakeholder analysis
 - ◇ Business sensitivity
 - ◇ Listening & questioning
 - ◇ Root cause analysis
 - ◇ Building credibility
- Value Proposition
 - ◇ Business case development and creating buy-in
- Solution Selling
 - ◇ Communicating the solution
 - ◇ Closing the deal!
 - ◇ Dealing with non-compliance (resistance, objections and emotions)



Consultative Selling Process