



# Selling to procurement professionals

Procurement professionals benefit from more training, have more professional bodies and are awarded more qualifications than sales people. They are highly trained, have challenging targets and are tough to deal with. This module takes you inside the world of procurement, looking at their tools, strategies and tactics, empowering you to meet them on a level playing field.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

## Key course elements

### The world of procurement

- The buying process - An insight into how buyers buy and the process they go through
- Insight into the life of a procurement professional, their role, aims and challenges

### The buying matrix

- A practical examination of the buying matrix that procurement professionals use
- 64 Strategies – Insight into the 64 strategies that come from the matrix

### Strategies and tactics

- A look at additional strategies and tactics that procurement use, from first contact to negotiation and beyond

### Defending the price

- Contrary to what they would have you believe, it's not all about the price
- Being discredited and doubted – Defend the price and sell the value

## Participants will learn to...

- Understand what it's like being a procurement professional
- Know the buying matrix, where you (really) are on it and how to position yourself more favourably
- Identify neutralising countermeasures to the numerous strategies and tactics used by procurement
- List the key performance measures and buying criteria for procurement
- Sell the value of your solution to defend the price, in the face of serious questioning, doubt and discrediting