

# Buyer's Training

TRAINPLAN

- The “Two-winners strategy”
  - A conflict of interest between buyers and sellers
- Communication in purchasing
  - Basics of communication
  - Basics of successful communication
  - Ten commandments for successful communication in purchasing
- Buyers versus sellers?
  - The seller as the purchaser’s partner
  - What sellers learn in sales training, and what purchasers should consequently be familiar with as well
  - Argumentation and negotiation techniques
  - Dealing with dissent



- Basics of successful purchasing
  - Negotiating, or: How to communicate successfully in purchasing
  - Decision criteria for successful supplier selection
  - Checklist: Supplier evaluation
  - Purchasing policies, or: How to appropriately react to price increases
  - Acting in accordance with economic cycles
- Successful claims
  - The manufacturer's liability
  - The written claim
  - Checklist: Written claims
- Day clearing



## Buyer - Seller

- Why are those two professional groups pitted against one another?
- There does not have to be a loser for one of them to win!



## A modern and successful attitude

### Requirements:

- Mutual trust
- Demand
- Fulfillment of demands



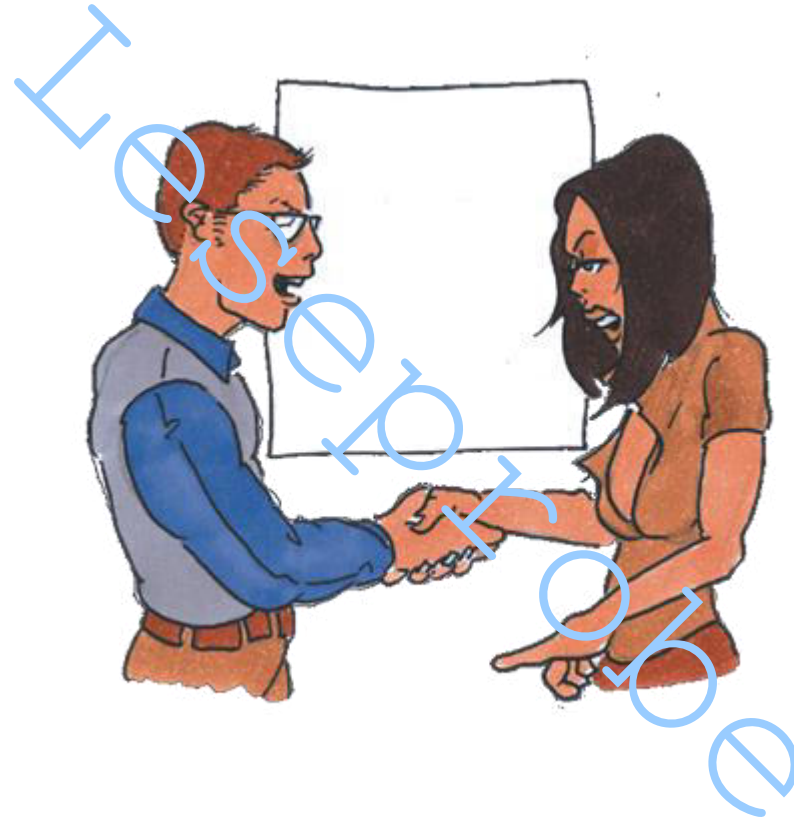
**Buyers and sellers are working into the same direction!**

## **Advantages of the “Two-winners strategy”:**

- Recognizing both sides as winners!
- Negotiating with each other instead of against one another!
- Taking reasonable and appropriate action!
- Considering and satisfying the needs of both parties!
- Experiencing more enjoyment!
- No fear of difficult negotiations!



**“Two-winners strategy“!?**



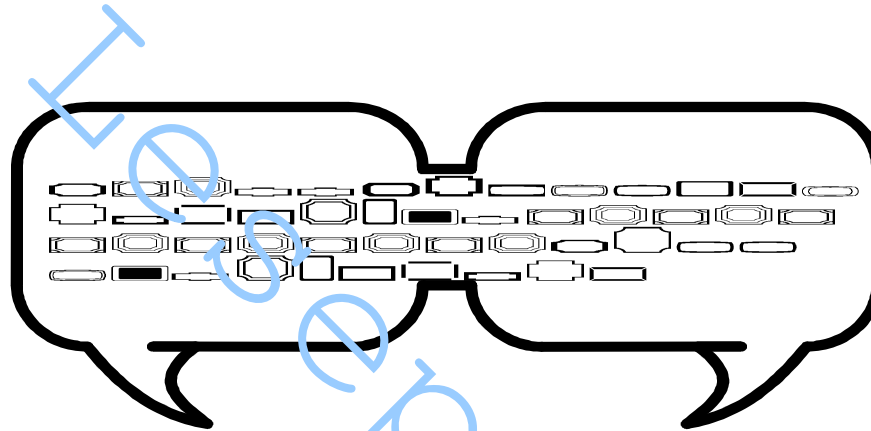
**Reasons for conflict are to be found in the area of the human emotional makeup!**



## Minimum requirements



Sender



Transmitter



Receiver

**Aim of communication:  
Influencing human behavior**



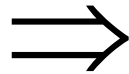


## Think positively!

- Experience and create joy
- Approach your own goals
- Create a work-life balance

### Positive rule:

Joy



Success



Balance



## Think and speak in a partner-oriented manner!

- “You” address
- “We” atmosphere

Listen actively!

