DEALING WITH PROCUREMENT AND PROFESSIONAL BUYERS
WHY DEALING WITH PROCUREMENT?

Sales professionals are under intense pressure to create profitable, sustainable agreements that achieve required levels of profitability, while creating stronger, more loyal customer relationships. They face powerful purchasing organizations, savvy well-trained buying teams, and unprecedented amounts of information they must process and leverage. In a commoditized, global environment, successful negotiators take control of the negotiation process and differentiate themselves, their solutions and their companies based on value and ROI, not what appears to be lowest upfront price. Success is achieved via innovative solutions that only come from a planned negotiation approach based on value exchange and need satisfaction for long term solutions, instead of conceding and excessive discounting.
Dealing With Procurement (DWP) will enable sales people to:

- Plan and execute procurement negotiations with confidence & courage
- Understand the role & responsibilities of procurement and professional buyers
- Identify the challenges faced by procurement and discover ways to become innovation
- Understand procurement pressures, KPI’s, and buying processes and develop strategies to successfully deal with them
- Identify and overcome procurement tactics
- Gain advanced negotiation skills

The GPG behavior change approach provides the skills, tools and strategies to drive a value-based solution and ROI-focused customer dialogue.
ESTABLISH A BEHAVIORAL SHIFT.
ENSURE MAXIMUM PROFITABILITY.

DWP equips sales teams with skills that get results

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Successfully deal with demanding procurement & professional buyers

 UNDERSTAND THE STRATEGIES PROFESSIONAL BUYERS USE TO ASSESS THE MARKET AND SUPPLIERS

Assess the power, interest and influence of key stakeholders

Determine effective action plans

Frame and manage engaged dialogues around TCO and TCU vs. price focused discussions
HOW DWP IS DELIVERED

All of our training solutions are a mixture of proven strategies honed through decades of application and small group sessions that coach people to use it. Therefore we implement a behavior change process that combines a highly tailored approach: live workshops (face to face or virtually live), pre and post workshop activities, application clinics, coaching sessions and tools to measure impact.

Our unique model can be delivered in 14 different languages and will not limit you to a per seat/per license charging model, but rather enable you to deploy a fresh approach on a global scale, with a predictable investment, for maximum results.
Global Performance Group (GPG) is a global corporate training company that believes the only way to effect lasting change is to transform habits by providing cutting edge content and coaching people to apply it to their real-life business cases.

GPG helps sales forces to practice and execute strategies that guarantee bottom line success. Sales professionals will develop the skills, tools and confidence that will enable them to create, shape and sell value in a tough environment. Most people know the theory behind “What” to do, but fail when it comes to the “How”. Sales professionals will gain the competence of the skills, the confidence to execute those well and the courage to leave operate outside their comfort zone. Participants will develop new skills and techniques to leverage the inevitable tension and generate a successful outcome for all stakeholders.

GPG provides its behavior change approach across all seven continents in 14 languages. Our clients are international in size and reach, and are looking to upskill employees with new methods that work across the new global economy.
LET’S START A DIALOGUE

For more information about the content in this document or if you would like to discuss your company’s training initiatives please contact us on:

US: +1 203-202-7523
EMEA: +43 676 7249560

E: info@globalperformancegroup.com
W: www.globalperformancegroup.com

Global Performance Group
PO Box 2021
Darien, CT 06820-2021
USA