

Managing the Buyer

1 day training workshop to assist sales teams to understand and manage professional buyers

Program outline

- The role of Procurement inside today's organisation
- The Procurement Process
- Procurement segmentation techniques
- How you are viewed as a supplier
- How suppliers are selected and assessed
- Relationship mapping and key account management

Benefits to the delegates

By the end of the programme, delegates will be able to:

- Define the Procurement Process and describe the key tools used by buyers to segment the supply market;
- Develop appropriate strategies for interfacing with a buyer and other participants in the procurement process in a way which reflects the client's needs whilst also maintaining the value for the products and services offered;

Benefit to the organisation

To provide the Sales Team with an understanding of the processes, methodologies and approaches being used by today's professional buyers and explore how to behave appropriately

Duration & level

1 days. Introduction level program

Who should attend?

Sales Team personnel with responsibility for influencing buyers