

Hybrid (Onsite & Online) Academy

« How to survive negotiations with professional buyers ? »:

Due to the COVID-19 crises, we can expect that in the coming months current & potential customers will be pushing their suppliers even harder in terms of costs reductions.

- Goal:** To better prepare Food & Beverage Technology solutions providers for the expected price pressure and price negotiations that will result from the covid-19 crisis.
- Target audience:** Sales Managers / Business Development Managers / Account Managers
- Timing :** 1 LIVE session + 2 ONLINE sessions based on a « Know-it Module » and « Do-it Module » & 1 event with a Client.
- Date :** **19/11** : 10h00 – 17h00 : **Onsite session** in Antwerpen (Agoria Bluepoint Conference Centre) including. Lunch & refreshments
26/11 : Client Event @ BENE0 (Wijgmaal) – Annual Assembly of the Club: 10h30-14h30
27/11 : 1st Online session : 10h00-12h00
03/12 : 2nd Online Session : 10h00 – 12h00
- Participation Fee :** 680€ + VAT. **Limited to 8 participants (to be finalised)**

Given the content and the intended interaction during the online training sessions, we set a maximum number of participants. This is the only way to achieve sufficient attention and interaction with all participants.

The training is organised in cooperation with www.leereffect.nl

Sales trainer Nils Broos (Linked In profile)
Professional Buyer Richard Fish (Linked In profile)
Trainingsbureau Leereffect
Mob: +31 651 98 0917
info@leereffect.nl

Find hereby Nils' 1st comment :

«De argumenten en context van het onderhandelen kunnen we aanpassen voor de branche.

Deze training gaat vooral om technieken, gedrag en sturende invloed krijgen op het onderhandelproces. Onderhandelstechnieken die door inkopers van de klantzijde worden gebruikt krijgen door de context enkel een andere verpakking, maar de inhoud blijft voor sales personen hetzelfde. Hun reactie moet nog steeds dezelfde zijn.

Dus zeker, we kunnen het programma ook voor deze bedrijfstak aanpassen en opzetten.

Executive summary of the Content:

- How does a buyer work and what other interests play a role besides the price?
- What questions do you need to ask in order to identify these interests of the customer/purchaser?
- Insight into purchasing tactics. Which tactics exist and how do you recognize the tactics used in the negotiation phases?
- Developing the negotiation skills yourself & negotiation tactics
- Typical price reduction strategies and how to react
- Arguments and counter measures

HYBRID Onsite & Online Academy :

“HOW TO SURVIVE NEGOTIATIONS WITH PROFESSIONAL BUYERS”

1. Context and background about roles of buyer and seller at pricing negotiations

The starting point is that there is an existing customer relationship. So there is a history and the relationship is valuable to the customer. In addition to the price, there must be added value so that the customer is still a customer at the supplier. Now, prompted by the unexpected economic conditions, it is expected that these customers are now proactively approaching suppliers to question the current price.

Customer has a clear goal!

The customer or buyer who decides to approach certain suppliers with the request or requirement for a price reduction therefore has a clear objective and perhaps a clear mandate or assignment from management.

He will therefore thoroughly prepare himself for how to tackle this and what strategy to adopt to achieve the goal. Despite years of pleasant cooperation, it will seem as if this good relationship with the supplier suddenly (briefly) no longer exists or appears to be of minor importance.

This is of course not like that, but everything suddenly revolves around the price, because it's (much) too high. And the customer/purchaser suddenly has a whole host of arguments why the price is no longer acceptable. Suddenly there are also all kinds of competitors that all of a sudden turn out to be cheaper, the same or even can deliver better product or a better service.

Sales staff should not be surprised

So the client or buyer has thought carefully about his approach and how he wants to achieve the goal. In addition, many are trained in negotiating and purchasing and know the strategies.

For the sellers it is important that they are not negatively surprised by these actions. Because from this negative unwelcome surprise they will never be able to produce a productive response, approach and solution.

The only automatic reflex or choice is then that of defending, explaining, saving what can be saved, often naming the years of good relationship in the hope that the buyer is satisfied with this and that he will let go of his goal of lowering prices. In practice, the seller always loses this game and, through his own behavior, ensures subconsciously that concessions are made.

Negotiation is an art and a skill!

Because, in this situation, the interests of the seller and buyer work in the opposite direction for a moment the communication and in particular the action-reaction is no longer as expected. All natural responses from the salesman are suddenly no longer effective.

The sellers now also have to be aware of their behavior, skills and apply techniques to secure their own interests. So it is a profession and many buyers master this profession of communication and negotiation better than most salespeople. Too many salespeople "Sailing" on the relationship and customer focus suddenly notice that this doesn't help anymore.

The training will therefore ensure that sales reps become more aware of their role, the effect of their behavior, learn to understand the techniques of the purchasers and can then effectively parry them so that their outcome is more in favor of them.

2. Content Hybrid (Onsite & Online) Academy

<p>19/11/2020: Onsite event in Agoria Bluepoint Conference Center</p> <p>A short live session with introduction of the trainers & participants, short introduction of the working method and the preparation expected from the participants.</p> <p>Part 1: Preparation & Communication Part 2: Understanding negotiation tactics and how to counter them effectively Part 3: Skills Negotiation; preparation & 10 step plan</p> <p>Details: click here</p>	<p>27/11/2020: 1st Online Session (2h)</p> <ol style="list-style-type: none"> 1. KNOW-it module 1 hour: Preparation and self-study assignment of knowledge and theory 2. DO-it module 2 hours: Training skills via online session 3. KNOW-it module 1 hour: Practical assignment after each session <p>Details: click here</p>	<p>03/12/2020: 2nd Online Session (2h)</p> <ol style="list-style-type: none"> 1. KNOW-it module 1 hour: Preparation and self-study assignment of knowledge and theory 2. DO-it module 2 hours: Training skills via online session 3. KNOW-it module 1 hour: Practical assignment after each session <p>Details: click here</p>
---	--	--

3. Content Hybrid (Onsite & Online) Academy

The training will consist of the following elements:

19/11/2020: Live event in Agoria Bluepoint Conference Center - 10h00 – 17h00

A short live session with introduction of the trainers & participants, short introduction of the working method and the preparation expected from the participants.

Part 1: Preparation & Communication

A. Preparing salespeople to greatly improve their own starting position

1. Position and value determination using the Kraljic Matrix
2. Strength of the customer relationship using the Customer Checklist
3. Personal preparation
4. Starting from the correct MINDSET
5. Understanding the buyer's interests

B. Insight into the 2 effective communication styles of the buyer using the Rose of Leary.

1. Insight in natural human behavior and pitfalls
2. Formulating effective and productive behavior and response to buyer

C. 1st response and effective response in 5 steps: PURPOSE Avoiding negotiation

1. Positive reaction from a new mindset = 'thinking back' of a discount to a buying signal
2. Focus and create Value by asking questions instead of talking. Overview of effective questions who guide to value instead of price
3. 'Testing' the buyer for risks with implication questions
4. Pro-active closing on Value
5. Receiving the customer response

Part 2: Understanding negotiation tactics and how to counter them effectively

There are a total of 4 categories of negotiating tactics:

1. Ambition lowering tactics at the beginning of the process

1. Bomb
2. Bogey
3. Good & Bad Guy
4. Competition is always better
5. Learning Curve
6. Washing Ears
7. Best of both worlds

2. Ambition-enhancing tactics before negotiations begin

1. Building Blocks
2. What-if
3. Sigar from own box
4. Salami

3. Rejection tactics to 'legitimately' reject counter party proposals

1. Hiding
2. Realism
3. Bogey
4. Good & Bad Guy
5. Competition is always better

4. Forcing tactics to make the seller agree to his own proposals

1. Chinese Crunch
2. Take it or leave it
3. Russian front

Explanations and explanations by tactic in the following order:

1. What is the tactic? What does it sound like? Example
2. Which reaction is provoked with it, that is NOT productive
3. How should you deal with it and how can you respond to it productively?

Part 3: Skills Negotiation; preparation & 10 step plan

1. 10 roadmap preparing for successful negotiations

- Checklist of 10 preparatory activities for salespeople to negotiate thoroughly

2. 10 steps plan of effective negotiation

- Route and structure of the negotiation meeting for optimal grip and control over the process. How to do I come and stay as a salesman in "The Lead"?

[Back to agenda](#)

27/11/2020: 1st Online Session : 10h-12h

03/12/2020: 2nd Online Session : 10h – 12h

Each online session consists out of a **KNOW-it** and a **DO-it** module:

1. KNOW-it module 1 hour: Preparation and self-study assignment of knowledge and theory

Prior to each live training session, participants receive all tools, handouts and checklists in PDF format via Microsoft Teams or E-mail. They are instructed to read these materials, prepare them and/or to make assignments. Due to the limited time of 2 hours, the online training is based on the assumption that each participant has also completed the assignments from the Know-it module. During the online session there is no time to explain the theory in detail. Reference will be made to parts of the self-study assignments.

2. DO-it module 2 hours: Training skills via online session

Every live session is focused on DOING. This means that after a brief introduction of the relevant parts from the KNOW-it module the session immediately starts with exercises. Using example cases, the different techniques and skills in the conversations are practiced and evaluated.
Learning by doing!

3. KNOW-it module 1 hour: Practical assignment after each session

After each live session, participants are given a practical assignment to learn the theory and learned skills in the practice, take stock, analyze or evaluate. For this purpose, all tools and material will be delivered digitally.

[Back to agenda](#)