



RETAILER & SUPPLIER NEGOTIATION SKILLS

OVERVIEW

This course is designed to help attendees to better understand their own role when dealing with suppliers and how to best manage this relationship for the benefit of their own companies.

Duration: 3 hours

OBJECTIVES

The objectives of this course are to:

- Identify what are the key needs of the supplier
- Identify and match with the supplier, your company's needs
- Understand what conflicts regularly arise
- Learn skills which will help you to achieve better outcomes
- Make better use of your time in dealing with suppliers

WHO SHOULD ATTEND?

This course is aimed at people who deal with suppliers on a regular basis. This could be through placing regular orders through to negotiating local arrangements and promotions.

SUMMARY CONTENT

The Sales' Representative & the Buyer (YOU!)

- The relationship as we know it
- The relationship as it should be

Understanding the role of the Sales' Representative

- Your supplier
- Sales



- New Business Development
- Problem Solving

Your role in dealing with Sales' Representatives

- Sales
- Problem Solving
- New products
- Discuss promotions
- Product knowledge

Introduction to Negotiation Skills

- Negotiating Styles
- Preparing for Negotiations
- Do's and Don'ts