

# MANAGING THE BUYER

*Understanding modern procurement ways*



## MASTERCLASS TRAINING FOR SALES MANAGERS 2025-2026

with *Jonathan Dutton FCIPS*



For your core sales team, bidwriters or your wider support team that interact with the customer's procurement managers at all levels

ENDORSED AND SUPPORTED BY THE APMP ANZ CHAPTER <https://www.apmpanz.org>

JOIN the open PUBLIC course ONLINE for TWO mornings on 15th & 16th July 2025 AEDT Melbourne time – from just \$675 per person\* for APMP members

OR, run a private in-house course over a half-day, full-day or two-day interactive programme for your own team

To ENQUIRE or BOOK email JD directly at [jd@jdconsultancy.com.au](mailto:jd@jdconsultancy.com.au) at any time

# MANAGING THE BUYER

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The rise and rise of professional procurement has changed the dynamic of how salespeople and buyers interact in recent times:

So, do you ever get confused, even perplexed, by the approach of your customer's Procurement teams?

Wonder how to apply the principles of your CRM strategy, solution selling approach or strategic selling agenda?

Struggle to work out the procurement manager's true objectives? Is it ever more than just price?

In this short online workshop you can quickly learn exactly how the procurement agenda has evolved and where it is heading next, and:

- How to build relationships, when it is "not allowed"
- How to sell your story in one-line on a tender form
- When to ask questions, and how ...?
- Figure out what the procurement people really mean – decode the buyer's jargon
- Work to their agenda, as well as yours
- How to get past the longlist, then the shortlist and to WIN

**.... GET THE CHANCE TO ASK ALL THOSE QUESTIONS ABOUT PROCUREMENT THAT YOU WERE AFRAID TO ASK!**

***“ Understand how modern procurement teams work and think ”***

## LEARNING OUTCOMES

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1. Understand your buyer's goals better
2. How to adapt your B2B sales strategy accordingly
3. Navigate your customer's decision-making unit (DMU) better
4. How to meet their SRM strategy with your CRM approach
5. Help your client buy from YOU





# MANAGING THE BUYER

## CORE CONTENT 2025-26

- Understanding the procurement landscape & culture
- The future for buyers & sellers inc use of technology & AI plus agile procurement BIG ROOMS
- Strategic procurement & The Kraljic Matrix
- What made procurement such a success during the pandemic ... ?
- Changing notions of value
- How procurement priorities have shifted structurally post-Covid
- The future for buyers and sellers including
  - Assurance of supply, technology & AI, agile procurement & BIG ROOM showdowns
- How to fit Managing the Buyer into your 'strategic selling' or 'solution selling' approach
- Top Tips for your BID ... from the buyer's side of the table

***– Join the PUBLIC workshop ONLINE 15-16th JULY 2025***



## ABOUT YOUR TRAINER

# JONATHAN DUTTON

## FCIPS FCIM

JD has worked in the front line of business as both a buyer and a seller over a long career in organisations both large and small.

Primarily as a line procurement manager who became a sales manager for two large public companies and subsequently as the founding CEO of the procurement peak body CIPS in ANZ as well as the largest regional provider of procurement conferences, PASA.

He is widely considered throughout the region as a procurement thought-leader and is a renowned speaker, author, trainer and consultant to both procurement and sales teams.

Jonathan also has a long history working in training & development, as well as producing conferences, and along the way has gained a reputation for engaging education and presentation work built on real substance and great content, using a wealth of real examples and case studies, delivered in a vibrant, informative and engaging way.

This workshop is designed for your core sales team, bidwriters or your wider support team that interact with the customer's procurement managers at all levels.

## PREVIOUS 'MTB' PROGRAMMES

### HAVE RUN SPECIFICALLY FOR

- Sales managers at all levels
- Bidwriters
- Lawyers
- Accountants
- Recruiters
- Management consultants
- Procurement consultants
- Travel management agencies
- Marketing services teams
- Boards & senior management groups

Join the open **PUBLIC** course **ONLINE**  
on 15th & 16th July 2025 **AEDT**  
**Melbourne time -over two mornings**  
**ONLINE, 9am-1pm AEDT**

*\$995 per person or \$1495 for two people  
from the same organisation  
– Prices include GST and APMP members  
receive -10% discount*

***Or, simply run a private in-house course  
over a half-day, full-day or two-day  
interactive programme for your sales  
team on your preferred dates***

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at [jd@jdconsultancy.com.au](mailto:jd@jdconsultancy.com.au) at any time  
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