



# ‘MANAGING THE BUYER’

## **The fastest growing profession in business**

The fastest growing profession in Australia, according to the 2011 Census, is professional PROCUREMENT .... But why? What is it they are doing that Australian business wants so badly? Just reducing price? Or is there more to it than that? What are their true goals and priorities?

## **Who is the customer?**

The face of the corporate customer is changing – and increasingly it is the professional buyer you call on as the vanguard of a corporate decision making unit .... and no longer just the ‘customer.’

How can corporate KAMs stop selling and start negotiating, with a DMU? How do they know they are dealing with someone who can say ‘YES’? Defining the key person who exercises CHOICE is critical – not just responding to those that raise the order or pay the bill.

Moreover, the context of the sale is growing ever more complex as, increasingly, corporate stakeholders are demanding better governance of their procurement. More rigour, less risk, lower cost. Better value, more efficiency and complete peace of mind. These demands are shifting professional buyers’ priorities, and driving better management of increasingly fragile supply chains.

A typical large company spends between 40-70% of its total revenues on third party goods and services. More and more organisations are recognising this fact, and seeing the risks and opportunities on the supply side of business. They are investing far more in better management of the supply side.

## **The science of buyer management**

But for salespeople, dealing with professional buyers is not just about learning through experience, developing a thick skin and learning to accept NO as an answer to every query. Some science can be brought to bear. Understanding the drivers of procurement professionals , their natural predicament and their priorities can unlock the sale.

*Listen to the former Australasian CEO of the global peak body for procurement explain exactly what is driving the rise and rise of professional buyers. Understand their drivers, and the promises they have made to their bosses. Learn how you can better manage them, get more from them, and work with them more easily for mutual gain.*

*Jonathan Dutton is uniquely qualified to explain it all. As the former CEO of Chartered Institute of Purchasing & Supply in Australia [CIPSA] and a qualified procurement manager he has also worked as head of corporate sales for a blue-chip corporate company, trained the QANTAS sales force and served as marketing director for two other public companies.*

*He is also the sole and exclusive representative and agent of 'The Buyer' .... author of the eponymous "The Buyer's Blog" - the most irreverent but revered blog in the world of procurement.*

**Managing the Buyer** is a proprietary programme to JDC and was originally developed by Jonathan Dutton and NRI - It is available as either a short introductory speech or presentation, a one day seminar or a three day interactive workshop\*\* using CCTV and a worked case study with professional buyers.



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# **MANAGING THE BUYER**

## **Programme Core Structure: 3 Days**

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|----|--|----|---|
| 1. | The procurement landscape                      |    | Closing the sale – and the value of the trial close |
|    | The eight benefits of professional procurement |    | The buyer's weaknesses                              |
|    | The culture of professional buyers             |    |   |
|    | The five rights                                |    |   |
|    | The procurement cycle                          |    |   |
| 2. | The key to successful negotiations             | 4. | Core influencing skills                             |
|    | The power of emotion                           |    | Authenticity and manipulation                       |
|    | The FIVE principal methods of persuasion       |    | Assertion skills                                    |
|    | Advanced negotiation                           |    | Body language                                       |
|    | The buyer's motivations                        | 5. | Key account management                              |
| 3. | The behavioural spectrum                       |    | The Kraljic matrix                                  |
|    | Conditioning the buyer                         |    | Supplier positioning                                |
|    | The art of keeping the seller selling          |    | Account attractiveness                              |
|    | Tactics and ploys – for the buy/sell toolbox   | 6. | SRM: and the balance of relationship v contract     |
|    | The WARM but TOUGH approach                    |    | The value of being valued                           |
|    |  |    | Beyond the sale                                     |
|    |  | 7. | Tendering myths                                     |
|    |  |    | Successful tendering                                |
|    |  |    | How to compete                                      |

1. The PROCUREMENT Landscape

Understanding the nature of the procurement profession, its scale, penetration and its standing brief from the C suite to manage the supply side of their business. What is driving them, what are their objectives? What is their culture and how they operate? Can you ever work with them? Where can you even find them?

2/3/4. Negotiating with Professional Buyers

However co-operative the BUY-SELL relationship becomes, ultimately, there is a negotiation to be had – and with buyers, everything is negotiable. But what are their key tactics and techniques? What should you expect? And how do you handle tough situations? What are the new rules for engaging with Procurement managers? How can you negotiate without negotiating, and condition BUYERS towards your solution?

5/6. Key Account Management – through Procurement

The rules of 'strategic selling' will always still apply, even when dealing through professional procurement. But how can you build relationships with procurement managers? Is it even allowed nowadays? How can you manage their frustrating processes and, ultimately, is it worth it? How do you value an account, and how do they value you as a supplier?

7. Managing the TENDERING myths

Tendering is fast becoming the default procurement position for almost everything; the crack cocaine for buyers – snort that competitive tension! But is it the only way to buy? There is nothing strategic about TENDERS, they are a blunt administrative tool to use in competitive markets at best. So WHY do buyers love them so? Are they just a 'dutch-auction'? How do you best compete through a tender process? Is it okay to submit late? Can you ask questions? How do you maximise your chances of success?