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## TRAINING SESSION for COMMERCIALS

### How to sell to buyers...

At the end of this training session, the trainees will be able to understand the different purchasing activities (for various sectors: Industrials, Equipments, Intellectual services...). The trainees will understand the main selection criteria to be used, will be able to understand the main points of a purchasing contract. The trainees will have a better understanding of the buyer's needs and their performance indicators.

#### ◆ Objectives

To bring realistic answers and methodological tools in the selling/purchasing relationship.

#### ◆ Methodology

This very interactive training is based on real cases approach with several exercises of simulation. It takes advantages of the exchange of the experience of the trainers for one side and of the trainees for the other.

#### ◆ Concerned people – preliminary knowledge

Sales force and management in relation with purchasing departments.

#### ◆ Trainers

Purchasing professional, who can be with a purchasing manager in activity.

#### ◆ Location - Language - Duration:

France and Europe - French and English - **2 days**

### Day 1

#### ◆ Purchasing generality

- Company purchasing.
- Purchasing activities (Sectors analysis).
- Master the purchasing functions.
- Optimization, follow up and control.

#### ◆ Company purchasing policies

- Buyer roles.
- Buyer position.
- Purchasing strategy.
- Purchasing marketing. Benchmarking.
- Ethic and CSR (Corporate and Social Responsibility).

#### Small group purchasing simulation

Small group cases preparation, simulation, general debriefing.

#### ◆ Debriefing and purchasing environment analysis: "Win – Win" position

- Purchasing policy.
- How to negotiate.
- Performance measurement.
- The buyer: An allied for the seller?

### Day 2

#### Selling-Buying simulation exercise in front of the group

Case preparation, scenario adaptation, simulation, crossed compartment analysis, debriefing, specific sectors answers.

#### ◆ Various sectors purchasing generalities.

- Definitions.
- Sector analysis.
- How to make a choice.
- Contract negotiation.

#### ◆ Purchasing strategy deployment within the project management

- RFI/RFQ redaction.
- RFQ's answers.
- RFQ's analysis tools.
- Value analysis.
- Lean manufacturing process.
- Purchasing decision tools.
- How the decision to buy is taken.

#### Practical's:

# Cultivate your domain

Cultivate your domain - mail: [conseil@dommen.fr](mailto:conseil@dommen.fr) site: [www.dommen.fr](http://www.dommen.fr)

Ed 2011/copyr-jmf-lb