

# building partnerships with procurement

selling in a virtual world



Are your customers using procurement to exert additional price pressure?

Do you do all the right things only for procurement to enter the process at the end and destroy all the value you have built?

Is your relationship with procurement tainted by the frustration you feel for the role?

If so, it's time to change the way you interact with procurement! Contrary to popular belief, today's purchasing professionals are business savvy; they know their business very well, often know more about aspects of a supplier's business than many supplier salespeople, and are not as driven by price reduction/discount as they would have us believe.

Effective sellers prepare for and engage with procurement professionals rather than ignore and avoid them. They view procurement as allies and partners rather than predators and adversaries. They work **with** procurement to help them do their important job rather than seeking to undermine and work against them.

In 2 hours this **skillshot™** will help you:

- **Understand** the mind of the procurement professional
- **Profile** the role and nature of procurement teams
- Develop **strategies for partnering** with procurement
- Present in a way that **appeals** to procurement's **drivers and needs**
- Negotiate with procurement in a manner that achieves a **mutually beneficial result** and builds a **sustainable business relationship**

## SKILLSHOT™ approach

Delivered using a proven virtual learning platform and methodology, Forty2's **skillshots™** are intensive, highly interactive, acutely focused, performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

## Group size

8-10 participants

## SKILLSHOT™ clinics

### Building a sustainable pipeline

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

### Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

### Asking the right questions

Utilising a consultative and collaborative approach to challenge the status quo and identify the customer's/prospect's latent needs.

### Presenting a differentiating value proposition

Designing, developing and virtually delivering a business-winning case.

### Negotiating virtually

Standing-up to, and counteracting, well trained, experienced negotiators.

## What next?

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