



# Self-Confident Negotiation in Purchasing

Conduct negotiations in a confident way  
How to achieve price advantages and improve purchasing results

## Fending off price increases

- Score with the right preparation
- Focused draft of a reply letter

## Set and reach challenging targets

- Target identification and self-motivation
- Transfer your own insecurities into strengths

## Techniques for argumentation

- How to handle objections effectively
- Counter-arguments that impress

## Dealing with difficult counterparts

- Monopolists also have their limits
- Competence with difficult counterparts

## Find your preferred date:

## Reactions to the seminar:

*"Great seminar! Instead of cheap slogans, long-term strategies will be presented."*

Johannes Schuh,  
VAMED Engineering GmbH & Co KG

*"Good tips that can be well implemented in daily business."*

Stefan Schledt, Untha Shredders GmbH

*"I particularly liked the preparations for negotiations, the negotiation tactics and your background information."*

Werner Olbrisch, SABO Maschinenfabrik GmbH

*"A monopolist among the trainers, brilliant and close to daily business."*

Roman Lanza, Hoerbiger Ventilwerke GmbH

*"You managed that my employees are no longer afraid to ask for lower prices."*

Q. Weber, Löns-Apotheke

## 100 % Practical orientation:

Exclusive training based on the participants' case studies

For best preparation the participants receive a checklist before the seminar

Each participant has the possibility to bring in his case study.



Matthias Grossmann®

Expert for purchasing negotiations



## Seminar with Matthias Grossmann



**Our experience, your benefit**

### Why you should participate

To conduct negotiations for exchangeable products and with a lot of competition is not difficult. What should you do in situations such as dependencies or even monopolies?

In this seminar solutions will be worked out and trained on participants' own cases.

Matthias Grossmann will introduce his experiences gained during the cooperation with many companies: From setting the target, the right strategy and argumentation up to the development of a strong self-confidence.

### Your added value

These methods can also be applied successfully in medium sized companies for annual negotiations to defend against price increases.

You will receive up-to-date know-how in a lively and varied way to enable you to conduct negotiations.

The knowledge will be trained in many exercises in order to solidify sustainable success for your company.

### Inhouse training & coaching

You can also book this and other training sessions as internal company events. The content will be customized to the needs of your company. You will achieve the best results through a personal coaching of your purchasers. Further information can be found on our website [www.matthiasgrossmann.com](http://www.matthiasgrossmann.com) or call us at: 0049 6103 / 310489-07. We will gladly advise you.

### Target group

This seminar is directed to young purchasers as well as experienced purchasers and purchasing managers in order to check and improve their know-how.

### Matthias Grossmann



MBA and NLP-Practitioner, being one of the well known coaches in the German-speaking region. He comes with many years experience in the purchasing sector as well as in consulting and service projects.

Matthias Grossmann is an author of many publications. His next highlight is to participate as a speaker in the "Motivation's Day 2010" conference for 2000 persons.

His customers are companies from many different industries: Altana Pharma/Nycomed, Bahlsen, Böllhoff, Brockhaus, Dürr Systems, Heraeus, SAP, T-Mobile Austria and Toyota Germany.

### Methodology

Matthias Grossmann's seminars are rated by many participants as entertaining, lively and very close to daily business. The constant change between presentation, discussion, the use of visual and auditive means as well as the involvement of the participants guarantee a high sustainability of the training. Role plays should be performed with two purchasers and two salesmen in order to support each other as a team.

[www.matthiasgrossmann.com](http://www.matthiasgrossmann.com)



## Content

### 1. Day

Welcoming coffee with snack from 9.00

9.30 Reception, introduction, content, methodology

10.30 Status quo

- What do you think about difficult suppliers and monopolies?
- Boost your self-motivation!
- What you can learn from HÄGAR

**Self-confident negotiations: Professional preparation**

- Collect all information (checklist)
- Instead of Maverick-Buying: Include the particular department
- **Exercise for price-analysis:** re-calculation

12.30 Lunch

14.00 Exercise: How to conduct negotiations

- Case study, discussion, role play, feedback

15.45 Coffee break

16.00 Self-confident negotiations: Competence in Communication I

- Define your negotiation target
- What are the true motives behind the motives?
- Extend the base of negotiation

18.00 End of first day

### 2. Day

9.00 Self-confident negotiations:

**Competence in communication II**

- What do you have in common?
- Win-Win: What benefit do you offer to the supplier?

10.30 Coffee break

10.45 Self-confident negotiations:

**Competence in Communication III**

- How to handle objections in a quick-witted way
- Concentrate on your strong arguments
- **Exercise: Analytical listening**

12.15 Lunch

13.45 Exercise: How to conduct negotiations

- Case study, discussion, role play, feedback

15.30 Coffee break

15.45 Self-confident negotiations: Competence in Communication IV

- Conduct negotiations with the right techniques of questioning
- Positive and negative implications

17.00 End of second day

### 3. Day

9.00 Competence in Communication V:

**How to handle difficult negotiation situations**

- Develop your strategy and negotiation tactics
- The 20 most important tactics
- To look through and defend tactics of the salesman

10.30 Coffee break

10.45 How to handle difficult negotiation situations

- Which diabolical tactics you should know
- Three ways to come out of a dead-end negotiation

12.15 Lunch

13.30 Exercise: How to conduct negotiations

- Case study, discussion, role play, feedback

14.30 Mental preparation and wrap-up

- To store positive experiences with the Anchor-technique
- My foundation for negotiations under difficult circumstances
- SWISH-technique

15.30 End of third day

### One-to-one discussion

You have the possibility to discuss an individual feedback with the trainer during the breaks.

# Seminar with Matthias Grossmann



## Organization

## Event locations

## Room bookings

The hotels offer a limited number of places at special rates. Make your reservation directly with the hotel with reference to MGS.

## How to register

Just copy this page, fill it in and return it by fax. You can also register online on our homepage [www.matthiasgrossmann.com](http://www.matthiasgrossmann.com). The fee per participant is € 1,280 (if booking only the first two days the fee is € 890) + VAT and includes the seminar, documents (file, book, CD, recorded videos on CD, certificate), lunch, coffee breaks and drinks in the seminar. From the second participant on you receive a discount of 10 % and from the fourth participant on 20 % for all participants of your company. The cancellation fee is 25% if this is done up to two weeks prior to the seminar. Afterwards we charge the total fee. Of course replacements will be accepted. The fee is due upon the receipt of the invoice 10 days net.



## Registration - via Fax: +49 (0) 6103 310 489 - 08

- Herewith I register \_\_\_\_\_ persons to the seminar in
- We shall come only to the first two days.
- Kindly get in touch for an internal training or consulting.

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Date, signature and stamp

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Company

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Name and surname, department

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Street

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ZIP-Code

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City

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Phone/Fax

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E-Mail