

PROCUREMENT MARKETING AND ORGANIZATIONAL DEVELOPMENT

Access to tailored courses at your place

Based on our procurement training experience

- to be successful as a purchase agent it is essential to establish an appropriate relationship with the internal buyer in order to receive the data (demands and information) necessary for the negotiation from the colleague,
- the purchase agent can only receive internal approval for the results of the supplier negotiations and potentially the concepts causing short-term difficulties and changes if the purchase agent has the appropriate internal communication competencies,
- it is of critical importance from the perspective of the success of the procurement department how the purchase agent is capable of using the acquired negotiation technique competencies not only in supplier negotiation situations in which the purchase agent is in a dominant position due to its position, but in situations in which the purchase agent is in a fierce communication situation with a colleague who is an equal party due to the juxtaposed relationship.

Due to (among others) the above mentioned situations we consider it particularly important to address the issues of procurement marketing (lobbying) and the development of the procurement organization, as well.

WHO IS IT FOR?

The course is recommended to procurement departments which are looking to develop in terms of their processes, and for whom it is important to internally strengthen the buyer interests, and where due to the role of the procurement department's gaining importance they face challenges which define their places in their company and their efficiency.

The training can be ordered as outsourced training.

COURSE AIMS

The aim of the course is to prepare the purchase agents to communicate effectively, to succeed and to gain the approval of the colleagues and the management internally, and also to perform their work more effectively through the development of the processes of the procurement organization.

COURSE UNITS

Potential and typical questions and topics (non-exhaustive list):

- The operation of the direct and indirect team: different concepts and criteria, internal conflicts may occur, solving these problems, cooperation, communication
- Procurement SWOT, or what are our strengths, where can we progress in a given market situation?
- What is a good purchase agent like? Establishing the profile of the successful purchase agent
- Procurement is not taken seriously at the company, they are not aware of what we are doing – strengthening the internal communication and image of the field of procurement
- What do our clients and internal stakeholders expect of us?
- What kind of image should the procurement department create of itself? How and by using which channels can we market ourselves?

■ SCM Tréning Központ

- How can the procurement department influence efficiency?
- The assignment and reorganization of tasks/competencies within the department/functions, e.g. fluctuation, dismissal, layoff, new team member, roles, fitting in
- New leader (either in a function, raised to an operative level): leadership skills, I was one of them, but now I have to lead them and give them orders
- New team member: from outside, from a different department, in rotation, from the international centre
- New manager/managing director: the procurement department has to deliver or change, managing changes and expectations
- What are your colleagues' most frequent problems with you? What are the solutions to them?
- How can the purchase agent provide services and control the processes at the same time?
- Which unwritten, but existing rules are the companies driven by? How can you profit from these?
- How should we communicate internally? Where, to whom, what and how should we say/write?
- How should we handle tiring people, 'the enemies of the procurement department'?
- How and which procurement goals is it recommended to set up? (SMART goals, etc.)
- About the management of the company: How do they think? How do they make decisions? How can you convince them? Actual templates and tools that influence people!
- How can you obtain a pay rise or a promotion?
- 'Opportunities to shine'/promotion opportunities, with which the procurement department can help out the colleagues and gain their approval
- Where and how can you obtain information internally ('corporate intelligence')?
- How does a multinational company work? How can you be a successful purchase agent at a multinational company?
- How can you influence the foreign purchase centre if they are inflexible, do not involve us in decision-making, etc.
- During video negotiation situations we confront the participants with such typical problems as:
 - when the supplier selection is not done in the most advantageous way for the company, but based on subjective and unique criteria;
 - when the colleagues are not willing to accept the supplier selected by the procurement department, and 'bombard' the supplier with criticism.