

PROCUREMENT

# PROFITABLE SUPPLIER NEGOTIATION.

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



GLOBAL  
PERFORMANCE

# ABOUT GPG

*Offering innovation to global organizations demands that we are also innovative in our thinking, delivery and cost structures ourselves.*

GPG was created out of frustration. Frustration at traditional training models being sold and delivered to organizations, seat by seat, but with little to no impact – except on the training company' bottom line.

It was time for a change, so we took everything that we learned over 60 years of combined delivery and implementation and developed not just a new process, but a whole new way to deliver and share our thinking. We believe that we're the new model now, and that other training companies will follow our lead.

GPG provides training across all seven continents in 12 languages. Our clients are often international in size and reach, and are looking to upskill employees with new methods that work across the new global economy.

*Some of our clients*



Hewlett Packard  
Enterprise



# WHERE WE DIFFER.

## THE HOW, NOT THE WHAT

There are a huge number of ‘what to do’ books, articles, videos, infographics and methods available. We all know what we should do, however we rarely get to practice how to do it right. GPG starts with the how, then supports and encourages users to practice within a controlled environment, so when they’re faced with a real-life situation they perform optimally.

## TRUE TO LIFE

No two businesses are the same. Each has their own goals, their clients have different needs and every person behaves uniquely, with different strengths and weaknesses. So how can one training method cover all the angles and still have an impact? The answer is surprisingly straightforward: by applying real-life scenarios to the learning.

All GPG training is delivered in this way - allowing the user to apply new thinking, skills and approaches in dealing with current needs or issues in the workspace. It’s core thinking that becomes client-specific solutions.

## FREE TO SHARE

Most training companies protect their IP, charging clients per seat. In our mind, this creates silo-based behavior within organizations due to budgetary issues, and prevents the implementation of new and innovative thinking. GPG’s sales solutions IP can be openly shared across departments and the organization – in fact, we encourage it. We only charge when the business wishes us to apply the “how” training segment.

This allows your entire organization to understand our methodology, support the thinking, create innovation within their units and develop new ideas for helping and renewing client contracts.

# OUR APPROACH.

## THE SCIENCE BEHIND OUR THINKING.

At work, you can often find yourself in very challenging or stressful situations. Tension rises. When we feel tension, that means there is a chance for real loss or harm – and our bodies are genetically wired to protect us from harm. The brain's Fight or Flight response initiates a series of nerve firings and a chemical response that prepares our body to deal with the danger.

*PGP training works to counter this negative response and find a clear and structured behavior pattern to replace it. This enables and empowers the user, helping them maintain control in a moment of stress.*

## COURAGEOUS PEOPLE, COURAGEOUS THINKING.

PGP's methods keep participants in the moment. It teaches them to operate outside of their personal comfort zones and leverage the inevitable tension, focusing on generating a successful outcome for both sides. University-led research has shown that when someone is under pressure, there's a physiological reaction that moves them to flight or fight. It's human instinct – familiar, safe, but not effective. PGP enables users to avoid their usual reaction, and apply new thinking and skills to real world situations instead.

We provide our clients with a flexible approach in terms of workshop length and content and the ability to deliver in ILT and VLT formats. All training is results tracked and successes captured to help you turn best practices into common practices.

# WHAT IS THE PROFITABLE SUPPLIER NEGOTIATION PROGRAMME?

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Today's purchasing professionals are under intense pressure to create profitable, sustainable agreements that achieve lower levels of Total Cost of Ownership and Usage, higher levels of innovation, and greater sustainability while creating stronger, supplier and internal partner relationships. They face well trained sales organizations, and unprecedented amounts of information to process and leverage. In an ever-changing global environment, successful negotiators must make the right business decision based on value and ROI, paying the right price, and getting maximum service and value in return. Success is achieved via innovative solutions that come from a planned negotiation approach based on value exchange and need satisfaction for long term solutions.



## WHAT YOU'LL GET

*Profitable Supplier Negotiations empower employees to ask qualitatively different, insightful, and thought-provoking questions - questions that engage suppliers via a very different depth of dialogue and creativity.*

Participants learn to leverage the inevitable tension and pressure, then to identify, gain agreement on, prioritize and satisfy not only known needs, but also previously undiscovered and underappreciated needs. They learn to do this by anticipating and proactively handling objections, questions and concerns, instead of trying to avoid them. Typically, innovation is key, and often the optimal solution must be co-created with suppliers for sustainable, profitable agreements.

## THE ARENA

Negotiations are all about the ability of one person to influence another, and staying positive and creative despite tension. We call this the Negotiation Arena. Through a skillful questioning and information-sharing process, procurement professionals can control a dialogue that not only establishes their own needs, but also identifies and prioritizes supplier needs. This also helps establish key buying criteria, expands the Zone of Tolerance and creates significantly more perceived value for the ongoing partnership. The results? Innovative solutions that meet the needs of all involved and protect the bottom line interests of company.

## WHAT PSN DELIVERS

The Profitable Supplier Negotiations program provides the skills, tools, and confidence to:

- Gain control of the negotiation process while strengthening supplier and internal partner loyalty and satisfaction, even when dealing with sole or preferred suppliers.
- Leverage the inevitable tension and pressure inherent in every negotiation to generate true engagement and more innovative, mutually acceptable, and sustainable agreements.
- Generate and gain agreement on the depth and breadth of supplier needs, especially those that have not been previously identified or are underappreciated.
- Shape and exchange value, rather than making costly concessions, moving decision makers to a logical close based on value and ROI, while protecting bottom line profitability.

## LET'S START A DIALOGUE

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For more information about the content in this document or if you would like to discuss your company's training initiatives please contact us on:

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