

WORKSHOP 7

WEDNESDAY
OCTOBER 16
9:00am-4:00pm

NEGOTIATION SKILLS FOR PRICERS AND SALES:

Combating Professional Procurement Tactics & Winning

Businesses face unprecedented pricing pressure due to the sophistication of modern procurement organizations. Pricing, sales and finance leaders across all industries are being engaged in challenging sales negotiations driven by well-trained procurement groups. Negotiation is a core business skill necessary for anyone in business. Pricing professionals and sales teams need to up their game to defend pricing, value proposition and margins.

In this session, attendees will learn firsthand from an instructor who has worked on both sides of the negotiating table. This course will provide in-depth and practical pricing and negotiating approaches to counter even the most challenging procurement strategies. We will discuss 12 “buyer’s games” and how to combat each one to ensure that commercial and pricing teams capture more value and preserve price. Attendees will also learn the 8 most important value levers for procurement professionals and how to beat them at their own game.

This session will help your sales and pricing teams capture more of the value you deliver to customers by demonstrating how to design winning pricing strategies and tactics to counter procurement strategies and grow your business and margins.

LEVEL 400 COURSE

B2B THEMED

PRESENTED BY:



LYDIA M. DI LIELLO

CEO & Founder
Capital Pricing Consultants

Lydia Di Liello is the CEO and founder of Capital Pricing Consultants, a revenue management and business consultancy dedicated to improving profitability for its clients through strategic, operational and tactical recommendations. An advisor, speaker, trainer and author with more than 25 years of global revenue management and business leadership expertise, she has worked in over 16 countries with Fortune 500 and privately held companies. She holds an MBA from Youngstown State University and is a member of the Professional Pricing Society Board of Advisors.

ATTENDEES WILL LEARN:

- Why the procurement organization evolved to its current sophisticated 21st century model and the implications for suppliers
- The strategies, tools and techniques professional procurement uses to extract price and value from their suppliers
- 3 simple steps that will guarantee a more favorable outcome when you negotiate

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

MORNING BREAK

10:15 am-10:45 am

LUNCH

12:00 pm-1:00 pm

AFTERNOON BREAK

2:15 pm-2:45 pm