

Good negotiating skills are essential if you hope to play a strategic role in your company's operations. Don't fool yourself—your ability to negotiate with your suppliers and your internal customers can make or break your career as a supply chain professional.

"Everyone negotiating contracts should take this course! Excellent class! Best I've had in my 14+ years here!" — Senior Buyer

"On my first negotiation after the seminar, I increased the spec and still saved \$135M on a \$500M deal!!! It was fun using the tactics with some predictability. I sure felt in control. I got my supplier to provide me all kinds of market and competitor information. The real value of your program is not only all the skills and tactics, but the ability to go 'into the head of the sales person' and understand their agendas."—Senior Supply Chain Manager

"The seminar was definitely useful. I really enjoyed it. Two years ago I took another negotiations seminar -- the Karrass course is far superior. The depth of content covered in the Karrass seminar and the negotiation simulations are much better."—Purchasing Manager

"The seminar was very useful. I've already used some of the techniques in my job, which as more than repaid my company's investment in the course."—Chemicals Supply Chain Manager

"I generally despise training courses with 'games' or 'role-playing', however, the ones used for this course were all very effective, interesting, and fun."—Contracts Manager

"For the most part I'm not a big believer in training. We have too much work to do. BUT, every once in a while one comes along that you really use and this was one of them. I've got to say this course was the best I've ever been involved with. You guys do a fantastic job and I have used the tools many times since the course both at work and in my private life."—Project Manager

"Many of the concepts taught in this course can save us literally millions of dollars. The materials are relevant; the exercises are informative and interesting; the instructors are professional and knowledgeable."—Procurement Team/Design Engineer

Over 650,000 buyers, procurement specialists, supply chain managers, engineers, corporate officers, and other business professionals have attended KARRASS Effective Negotiating seminars. Our company has set the standard for negotiating training for over 30 years.



Contact Infocus Training - Certified Karrass Instructor
Phone (310) 271-9005 • Internet www.InfocusTraining.com

YOU ARE NEGOTIATING ...

It's with a strategic supplier, or maybe a sole source. It's a large project and you need to change the specifications. Your supplier tells you this is really going to impact all of their pricing . . . you don't think it should.

Maybe you're trying to streamline your MRO buys and are having problems getting a couple of your best suppliers to conform to your new process.

You feel anxious. You don't want to knuckle under. You also don't want to appear to be playing hardball and antagonize your suppliers.

How would a good negotiator handle it? There are some people who always seem to get what they want and still end up friendly

with the other person after the agreement is reached. How do they do it?

We'll show you how.



The Karrass Effective Negotiating® seminar for Supply Chain Professionals...

...is a fast paced, hard-hitting, and enjoyable two-day seminar. We teach and demonstrate practical skills, strategies and tactics that attendees can use immediately.

This seminar provides supply chain managers, contract managers, project managers, buyers, and other procurement team members (i.e. engineering, quality control, manufacturing, IT, etc.) with the practical techniques and psychological insights needed to help create better "Both-Win" agreements.

More than just a single-event, KARRASS provides extensive follow-up. Each attendee receives a comprehensive package of multimedia materials to reinforce the concepts discussed during the seminar, including a seminar workbook, two of Dr. Karrass' hard cover books, a set of 6 EFFECTIVE NEGOTIATING® program CDs, and the KARRASS Compass™—the negotiations coaching and navigational tool.

KARRASS also conducts a post-seminar survey to help reinforce the information presented in the seminar and help measure the attendees' success rate in acquiring the skills necessary to achieve more successful negotiations.





Not your typical seminar!

“I can’t wait to try this out. It would have taken me ten years of experience to learn what I’ve picked up in the last two days”

As traditional purchasing tasks evolve into broader supply management roles, you need to fine-tune your negotiating skills. New strategic responsibilities require closer interaction with both your internal customers and your suppliers. You are going to be seeking out business opportunities and helping your organization create value from those opportunities.

Skills you’ll learn in this seminar will help you take a leadership role in your organization. Maybe as the lead negotiator on a cross-functional team—you might have to be the negotiations coach. Perhaps you’ve been assigned the responsibility to manage an important strategic supplier... one you cannot afford to lose.



You’re in good company.

Microsoft, General Motors, Hewlett Packard, Raytheon, Bechtel, TRW, Cargill, Chevron, Coca Cola, and GE have all used Karrass Effective Negotiating® seminars to help sharpen their negotiating skills.

Your supply-chain role provides you interaction with internal customers, external suppliers, and a wealth of industry contacts. This interaction gives you information no one else in your organization may have. Your ability to negotiate the utilization of this information can have a profound impact, and creates real value!

We’ll examine key negotiating skills that are essential in today’s more complex negotiations with business partners and strategic suppliers. You’ll learn how to protect your own interests while searching for Both-Win opportunities. We’ll show you how to create innovative and intelligent compromises or impasse-breakers that still lead the way to better long-term relationships.

KEY NEGOTIATING ISSUES YOU WILL LEARN

- A dozen creative, Both-Win techniques that will cement your relationship with your supplier and provide areas of real value creation.
- How to uncover your supplier’s unstated wants – the Hidden Satisfiers that will help them find ways to meet your needs.
- How asking for something in return when you make a concession can lead not only to greater satisfaction for your supplier, but to a better agreement as well.
- Proven techniques for handling a price increase.
- How to make negotiations more fun and less aggravating.
- Countermeasures for each of the seller’s tactics.
- How to find a both-win compromise alternative in any negotiation.
- How people trade off what they think they want for what they really want in a negotiation.

BUILDING YOUR NEGOTIATING POWER

- How to lend legitimacy to every position taken.
- How to develop probing questions to uncover your supplier’s real position.
- Techniques for getting cost and time breakdowns.
- Understand where a supplier may cut corners or charge for work not identified in the initial specifications.
- When – and how – to use a team negotiating approach.
- How to gain greater insight into the hidden pressures operating on the other side – throughout their organization.
- Understanding how cultural differences effect the way people negotiate.

LEARN THE ART OF CREATIVE COMPROMISE

- How to establish a credible counter-position to a supplier’s initial proposal.
- Why splitting the difference is not necessary and often favors the supplier.
- How to say "no" in a way that minimizes resentment from your supplier.
- How to trade minor concessions for major supplier concessions.
- Using the quid-pro-quo technique to build a strong agreement—easy concessions to gain from the supplier that may have much greater value to your organization.

DISCOVER HOW TO MAKE CREATIVE BOTH-WIN AGREEMENTS

- Altering the specs to reduce your supplier’s costs and afford you a lower price.
- Utilizing risk-sharing formulas that save money for both parties.
- Adjusting paperwork and logistical requirements to save time for both parties.
- Realizing efficiencies in quality control and inspections to streamline production and delivery schedules.
- Using a better mix of labor, or shared resources to ensure better quality or on-time deliveries.