

Negotiation Training

Build Better Supplier Partnerships



As inflation drives up product costs, suppliers are becoming more discreet on how and where they spend. Now is the time to build strong partnerships to ensure your funding is increasing, not decreasing, in these challenging times.

During this course, your team will explore negotiation techniques utilizing YOUR top supplier agreements. Instructors will demonstrate how to structure future supplier contracts to increase funding rate and lower product costs, while strengthening supplier relationships.

You will learn how to

- Assess supplier agreements and structure them to support your strategic objectives
- Sell suppliers the unique benefits of investing in your company
- Obtain incremental funding for promotions, displays, loyalty programs, special events, and more!
- Analyze the breakdown of supplier investment across the supply chain and determine how to tap into the different areas of trade funding
- Utilize negotiation techniques that create an atmosphere of collaboration but leave you in control

This course will leave you with an inspiring, win-win approach to supplier negotiation and actionable strategies to gain more funding and improve category margins – immediately!

Leverage your brand to become “the place” suppliers will want to invest in and partner for the future.

This six-hour, highly interactive course provides participants with actionable negotiation tactics through:

- In-person, facilitator-led instruction
- Role playing and breakout sessions
- Incorporated FBI behavioral psychology

Who should take this course?

- Senior and Entry-Level Category Managers
- Marketing Managers
- Loyalty Program Managers

Course Cost: \$9,950

Additional in-depth supplier review, best practices, and other specific services are available for an additional fee after the initial course