

# € TRAINING

The Strategic Buyer



2 - 6 June 2025  
London (UK)



# The Strategic Buyer

REF: ST326 DATE: 2 - 6 June 2025 Venue: London (UK) - Fee: 5300 Euro

## Introduction:

This training program is designed to develop the skills and knowledge needed for professionals to excel in procurement and purchasing roles. It focuses on strategic sourcing, negotiation techniques, supplier relationship management, and the integration of purchasing strategies with overall business objectives.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the role of strategic buying within the organizational context.
- Apply advanced sourcing and procurement strategies.
- Conduct effective negotiations that result in favorable terms and cost savings.
- Manage supplier relationships to ensure long-term value creation.
- Align procurement strategies with business goals to enhance overall performance.

## Targeted Audience:

- Procurement and purchasing managers.
- Supply chain professionals.
- Operations managers involved in the buying process.
- Financial officers responsible for cost management.
- Strategic planners and business analysts.

## Program Outline:

### Unit 1:

#### Introduction to Strategic Buying:

- Defining strategic buying and its importance to organizations.
- Overview of the procurement process and key activities.
- Differentiating between tactical and strategic buying.

- Role of the strategic buyer in cost management and value creation.
- Integrating ethical practices and sustainability in procurement.

## Unit 2:

### Sourcing and Procurement Strategies:

- Techniques for effective market analysis and supplier research.
- Criteria for selecting sourcing methods single vs. multiple sourcing.
- Implementing e-procurement solutions and technologies.
- Developing category management strategies to optimize spending.
- Case studies on global sourcing and its impact on supply chain efficiency.

## Unit 3:

### Negotiation Skills for Buyers:

- Foundations of negotiation in procurement.
- Preparing for negotiations: Setting objectives and planning tactics.
- Techniques for achieving favorable terms during supplier negotiations.
- Methods of Dealing with difficult situations and negotiation deadlocks.

## Unit 4:

### Supplier Relationship Management SRM:

- Principles of effective supplier relationship management.
- Tools for evaluating supplier performance and compliance.
- Strategies for fostering collaboration and innovation with suppliers.
- Managing risks and conflicts in supplier relationships.
- Implementing continuous improvement and feedback mechanisms.

## Unit 5:

### Aligning Procurement with Business Strategy:



- Linking procurement strategies with broader corporate strategies.
- Role of procurement in achieving competitive advantage.
- Using data analytics for informed decision-making in procurement.
- Future trends in strategic buying, including digital transformation.
- Developing a roadmap for transformation and leadership in procurement.