

BME China Purchasing Training

Negotiation Skills for Purchasing Professionals (1 day)

采购谈判技巧 (1天)

Available dates 2010:

July 14th
October 20th

Location:

Shanghai, Regus Silver Centre
Conference Center, 2nd floor
1388 North Shan Xi Road

2010 年课程安排:

5月19日
7月14日
10月20日

地点:

上海市陕西北路 1388 号
Regus 银座企业中心
二楼会议中心

Aim of the Seminar

Good negotiation skills are fundamental for successful purchasing and a basic condition for professional purchasers. Learn how to prepare, perform and evaluate your purchasing negotiations,

The seminar provides first essential theoretical backgrounds, supported by practical exercises. The participants will learn how to ask by using efficient asking techniques and how to argue in critical situations, also how to evaluate the arguments and feelings on the other side of the table, which will enable you to perform the negotiations in a good atmosphere.

Professional preparations and planning of each negotiation including an accurate timetable are also content as well as the development of good strategies with different scenarios and wanted results.

Target Group: Chinese purchasing managers of international companies and local multinationals

Language: English

Seminar Content

Time: 9.00am - 5.00pm

Expectations of the participants
(theoretical knowledge, practical hints, examples, the negotiation process, special China related items)

Theoretical background including practical exercise
(based on the Harvard Concept)

- Sound technical knowledge: creating a good meeting atmosphere, personal behaviour and voice
- Rhetoric and persuasive power: asking and arguing techniques, body language
- Logical preparation: based on facts and figures (supplier's situation, supplier performance in costs & quality & deliveries; competitors, technical and commercial items, market development, input from other departments)
- Psychological comprehension: how to evaluate the situation and the feelings of the supplier side, how to create pressure, what is an acceptable compromise

The landscape of negotiations

Customers, suppliers, internal departments and persons

Strategic aspects of purchasing negotiations

goals, tools, dealing of critical situations, what will have positive & negative influences in negotiations, logical progress, documentation, situations & reasons to interrupt or postpone a negotiation

Discussion

results and new findings for the participants, clarification of open points

Specific recommendations for negotiations

(preparation, performance, problems)

Evaluation of the training and workshop

(critics, recommendations for improvements)

课程目标

良好的谈判技巧是成功采购的基础,也是成为专业采购员的基本条件。通过本课程,您可以学习如何准备、执行和评价自己的采购谈判。

本课程通过实用练习向学员介绍基本理论知识背景。学员将学习如何使用有效的询问技术提问、如何在紧急情况下据理力争以及如何判断谈判对方的论据和感情,使学员能够在有利的氛围下执行谈判。

谈判前的专业准备和计划,包括设置精准的时间表以及针对不同情况和希望结果的战略开发也是本课程内容之一。

目标群体: 国际企业和本土跨国公司的中国采购经理

语言: 英语

课程内容

时间: 上午9点 - 下午5点

学员的期望
(理论知识、实用诀窍、示例、谈判流程、中国特色)

理论背景及实用练习
(基于 Harvard Concept)

- 健全的技术知识: 营造良好的会议气氛、注意个人举止行为和声音
- 言辞和说服能力: 询问和辩论技巧、身体语言
- 逻辑准备: 以事实和数据为依据 (供应商的情况、供应商在成本、质量和交货方面的能力、竞争对手、技术和商业条款、市场开发、其他部门的意见)
- 心理洞察: 如何评价供应商的处境和感觉,如何施加压力,可接受的妥协底线在哪里

谈判范围

客户、供应商、内部部门和人员

采购谈判的战略性因素

目标、工具、紧急情况的处理、对谈判产生积极和消极影响的因素、逻辑发展、文档凭证、中断或推迟谈判的情况和原因

讨论

学员的学习结果以及新发现,解答疑问

谈判的具体建议

(准备、执行、问题)

培训课程评价

(意见、改善建议)

Organized by Germany's
Leading Buyers Association
由德国最大的采购协会组织



In cooperation with
合作伙伴

STAUFEN.

consulting . academy . investment

Our Trainer
培训师简介



Josef Luerkens

Age: 58 years
Consulting Experience: 4 years
Industry Experience: 29 years

Core Competences:
• Organization & Management Systems

- Materials group management
- Supplier management
- Target costing
- Globalization

Professional Experiences:

- Staufen AG, Senior Consultant
- Schaeffler KG Asia, CPO
- Schaeffler KG worldwide, CPO
- ITT Teves (now Continental AG)
- Drahtwaren-Werbemittel Dieter Wirtz

年龄: 58
咨询经验: 4年
工业经验: 29年

核心能力:

- 组织和管理系统
- 原料类别管理
- 供应商管理
- 目标成本
- 全球化

专业经验:

- Staufen AG
- Schaeffler KG, 亚洲
- Schaeffler KG, 全球
- ITT Teves (现为 Continental AG)
- Drahtwaren-Werbemittel Dieter Wirtz

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Participation Requirements

- **Registration Fee:**
2,200 RMB per person
- **Early Bird Discount**
1,900 RMB per person for registrations six weeks prior to the training (15% off from standard price)
- **Discount for Multiple Participants:**
1,650 RMB for each additional participant per company (25% off from standard price)
- **Registration fee includes:**
Training material, lunch and two coffee breaks per day
- **Cancellations:**
Please note that a service fee of 1,200 RMB will be charged for cancellations received two weeks prior to the event or earlier. For later cancellations the total registration fee will be payable, as well as in case of non-participation



报名要求

- 注册费:
每位 2,200 元人民币
- 早期注册优惠:
课程开始前 6 周注册者可享受每位 1,900 元人民币的优惠价 (标准价格 15% 的折扣)
- 多人注册优惠:
同一公司多人注册, 第二位开始可以享受 1,650 元人民币的优惠价 (标准价格 25% 的折扣)
- 注册费包括:
培训材料、午餐以及两次茶歇
- 取消注册:
请注意: 课程开始前两周或更早取消注册者, 我们将收取 1,200 元人民币的服务费。课程开始前两周内取消注册或注册后未参加课程者, 注册费将不予退还。



The Partners



BME – the German Association Materials Management, Purchasing and Logistics- was founded in 1954 and today has over 7.000 members, including Fortune 200 companies and SMEs. As a leading European buyer association, BME provides know-how transfer and services for procurement and supply chain management. BME's own academy is the Germany's largest procurement training provider. BME's Shanghai office opened in 2008.



Staufen AG is an international Lean Consulting Company with head office in Köngen (near Stuttgart, Germany) and branches in Switzerland, China, Poland and Italy. Staufen Academy qualifies management and employees in implementing modern Lean-Concepts and Methods. Staufen's Chinese sourcing team, which includes the seminar's trainers, is made up of Chinese and European Experts with field experience from the practice.

合作伙伴



BME – 德国联邦采购物流协会 - 成立于 1954 年, 迄今已拥有 7.000 名会员, 包括财富 200 强以及中小型企业。作为欧洲领先的采购协会, BME 可提供知识转移和采购及供应链管理的相关服务。BME 自有的教育学院是德国最大的采购培训提供者。BME 上海办事处成立于 2008 年。



Staufen AG 是一家国际的精益生产咨询公司, 总部位于德国 Köngen (邻近斯图加特), 在瑞士、中国、波兰和意大利都设有办事处。Staufen 教育学院为管理人员和在职员工提供执行现代精益概念和方法的能力。包括本课程培训师在内的 Staufen 中国采购团队由实践经验丰富的中国和欧洲专家组成。

Contact and Information

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联系信息

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电子邮件: steffi.xu@bmenet.asia

Registration Form / 注册表

Please complete with participant information and fax or email to: +86 21 6149 8101 / steffi.xu@bmenet.asia

请填写参加者信息后发送传真或电子邮件至: +86 21 6149 8101 / steffi.xu@bmenet.asia

Name, First Name / 姓名

Company / 公司

Position / 职位

Street/P.O. Box / 地址

E-Mail / 电子邮件

Postal Code, City / 邮编及城市

Phone / 电话

Mobile / 手机

Place, Date / 地点及日期

Signature / 签名

Please choose training date:
请选择课程日期:

July 14th 2010
2010 年 7 月 14 日

October 20th 2010
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