

# the psychology of Super Purchasing and Negotiation Skills



with : **Raymond Foong**  
Master of Cohesive Competence and Team Psychology



Meeting Organization Purchasing Objectives via DC Methodology

26-27 November 2008, Concorde Hotel, Shah Alam, Malaysia

## Result

Participants will have a deeper and practical understanding of how they and others process information and how they can use that information to better communicate, and influence actions with the suppliers and their internal customers.

## Mr. Raymond Foong

Raymond Foong MBA, is a Directive Communication certified practitioner and has extensive experience in project management by bringing people together for better performance. His Directive Communication based training creates practical and result oriented workplace environments grounded in interdepartmental and inter-team cohesion, which fosters cooperation and competence across organization.



Master of Cohesive Competence and Team Psychology

## Deliverables

- A stronger foundation that strengthens a Purchasing Professionals ability to deal with problems and people in an effective manner.
- Possession of essential skills in cultivating rapport and influencing the emotions and actions of themselves, customers, subordinates, colleagues and suppliers.
- The ability to negotiate in a convincing manner and communicate it in an empowering way.
- Influence the perception of failure, turning it to a more empowering paradigm
- Develop influential strategies to get Suppliers to commit on meeting purchasing objectives.

## Objectives & Outcome

A successful participant of this course will be able to:

- ☞ Purchasing Professionals will have a better understanding of their own mental and communicative methodologies and will be empowered to take on roles that will develop and enhance their purchasing and leadership skills.
- ☞ Participants will be pressed to confront their personal weaknesses and look for tools, techniques and strategies to transform their abilities to manage themselves and others in an enthusiastic and competent manner.
- ☞ Participants will be able to accept change more easily and implement directive delegation techniques that will allow them to do more with less.
- ☞ Create more awareness about where fear, uncertainty and lack of energy stem from and how participants can lead themselves and others to achieve higher levels of productivity in purchasing, procurement and buying.
- ☞ Deliver an experiential interactive learning workshop where Purchaser will learn strategies to improve communication, influence supplier action and emotion, and develop better synergies at the workplace.
- ☞ Provide the framework to be trained as an Assertive Negotiator and get the results in alignment with department and organization objectives.
- ☞ Influence a paradigm that will allow Purchasers to turn negatives into positives and influence the Suppliers and Internal Customers in the same way.
- ☞ Create a powerful win-win situation and leave the Supplier thinking he has won in the negotiation process even though the truth may be the reverse.



## Who Should Attend:

Purchasing Manager / Executives, Administration Managers / Executives Buyers, Sales & Marketing Managers / Executives and any other personnel involved in Purchasing and Negotiation.

## DAY ONE

- ▲ **Part A – Find out what it takes to become a Professional Purchaser.**
  - What are the Professional Roles of a Highly Effective Purchaser.
  - Identify the Colored Brain characteristics of individual handling the purchasing functions.
  - Understand the facts that different parties have different expectation and how to align them with your organization objectives.
- ▲ **Part B – Professional Buyer Expediting Skills.**
  - Eliminate the 'Encoded Assumption' by reducing the rules of engagement that serves as an entrapment to your progress as a professional purchaser.
  - Learn the different types of expediting skill in securing prompt delivery, right quality, quantity, service and supports from your suppliers and internal customers.
  - Find out why having the **Technical Skill** alone is not enough in today's competitive Buying – and what should be done to rectify the situation.
- ▲ **Part C – Develop effective buying role in expediting Supplier Delivery**
  - Ten effective Strategies for you to get your Suppliers to supply on time.
  - Ten effective techniques to get your internal customers to minimize their numbers of urgent requests.
  - Know your Supplier information in order to gain momentum in your bargaining process.

## DAY TWO

- ▲ **Part D – Impact of using Psychology in negotiation**
  - What are the objectives in Negotiation?
  - How effective is using psychology process in negotiating with the Supplier.
  - Familiarize with the different strategies in negotiating to create a positive outcome.
- ▲ **Part E – The Power of a win-win negotiating strategy**
  - Develop Effective Power Negotiation skills which would influence the other party with a Win-Win Solution mindset for both parties
  - Redesign strategies to handle conflicts and identify "reactive" events that led to dissatisfaction and inefficiency.
  - Understand why some negotiation fails even before it begins.
- ▲ **Part F – The Art of Negotiating Professionally.**
  - Know the Ethic and unethical negotiation techniques.
  - Use 'Cherry Picking' to get the best deal in negotiation.
  - Combine communication skills and persuasive psychology to influence the supplier decision making in-order to realize your organization objectives.

sts@sirim.my - register@directivecommunication.com  
www.sirim.my/sts/ - www.directivecommunication.com



# Registration Form – 2 DYNAMIC DAYS on

## THE PSYCHOLOGY OF SUPER PURCHASING AND NEGOTIATION SKILLS

26-27 November 2008, 9:00 am - 5:00 pm, Concorde Hotel, Shah Alam, Malaysia

The Fees are inclusive of all workshop sessions, luncheon, two coffee/tea breaks, training package and certificate.

### Price

**Malaysia:** RM 2,300.00 per participant

### Group Discount

Enjoy a group discount of 5% off per head for 2 participants and 10% off per head for 3 participants and above.

### To Register

#### Secretariat

Tel : +603-55446225/76/06

Fax : +603-5544 6289/6754

Email : sts@sirim.my

#### The Secretariat (Registration)

SIRIM Training Services Sdn Bhd (448249-A)

1st Floor, Building 2, SIRIM Complex

No. 1, Persiaran Dato' Menteri, Section 2

P.O. Box 7035

40911 Shah Alam, Selangor - Malaysia

### Packages included:

- Coloured Brain Communication Cards
- CBCI Assessment Booklet
- Hard cover Binder Manual

### Method of Payment

Full payment before the commencement date of the workshop. The cheques can be made payable to SIRIM Training Services Sdn Bhd.

### Disclaimer

STS reserves the right to change the venue or postpone the workshop/course due to unforeseen circumstances without prior notice.

### Grant Under PSMB

Malaysian companies registered with Pembangunan Sumber Manusia Berhad (PSMB) can apply to claim under the HRDF scheme - SBL Scheme (Skim Bantuan Latihan).

### Enquiries

Please call or email to:

#### Khairolbariah,

Tel : +603-55445954

Email : khairolbariah\_ismail@sirim.my

#### NorAzizah,

Tel : +603-5544 5968

Email : azizahar@sirim.my

#### Rafidi,

Tel : +603- 55446206

Email : mrafidi@sirim.my

### Cancellation/Substitution

All cancellations must be made in writing, via fax or email at least two weeks (10 working days) to qualify for a refund. A 30 % will be levied to cover the administrative costs.

### PARTICIPANTS' DETAILS :

1. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_
2. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_
3. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_

### ORGANISATION/COMPANY DETAILS :

- Company : \_\_\_\_\_  
Address : \_\_\_\_\_  
Contact person : \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
Email : \_\_\_\_\_  
Website : \_\_\_\_\_

### REGISTRATIONTYPE (please tick)

- Normal Registration : RM 2,180.00 per participant
- Group Registration : RM 2,070.00 per participant  
(for 2 from the same organisation, less 5% per head)
- Group Registration : RM 1,960.00 per participant  
(for 3 or more from the same organisation, less 10% per head)

### PAYMENT (please tick)

No. of Registered Participants :

- Cheque/ Bank Draft No : \_\_\_\_\_  
Bank : \_\_\_\_\_  
Total Investment : \_\_\_\_\_

- Telegraphic Transfer : Total Investment: \_\_\_\_\_  
Account Name : SIRIM Training Services Sdn Bhd  
Bank : Bank Islam (M) Berhad, Shah Alam  
A/C No. : 1203-8010024-580  
Swift Code : BIMBMYKL  
( Copy of Transfer slip attached or fax to STS and all transfer charges to be borne by the participants )

### CONTACT PERSON DETAILS

\_\_\_\_\_  
(Authorised Signature)

\_\_\_\_\_  
(Company Stamp)

- Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Date : \_\_\_\_\_