



# Negotiation for Purchasing Professionals

By Jonathan O'Brien

Kogan Page Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book. Based upon the proven Red Sheet methodology, Negotiation for Purchasing Professionals provides a step-by-step approach to delivering winning negotiations and getting game changing results. The author shifts the emphasis away from relying mostly upon personality and tactics used during the negotiation, to a more structured and planned approach that enables anyone to negotiate effectively, even when up against a formidable opponent. This approach allows the purchasing professional or team to evaluate the supplier in advance, assess the sales team, and tailor their negotiation strategy depending on cultural differences, personality traits and game theory. It creates a strong framework for discussion in advance of the meeting, allowing the negotiator to plan their agenda, objectives and tactics. If you are in a buying role, this book will increase your confidence and transform your ability to secure winning outcomes for business results.



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