



Training Agenda

Day 1: Overcoming Sales Challenges in the Automotive and Commercial Vehicle Industries (3.5 hours)

Module I – Today’s Sales Challenges for Suppliers

- Locking in and defending recent price increases
 - Passing through material, labor, and energy-related price increases
 - How to manage cost-disclosure requests
 - Levels of transparency
 - Which suppliers are saying “No” & how do they get away with it?
 - The crucial “pivot” point for account teams
 - Four (4) rules to follow that will put you in a stronger negotiating position
- The purchasing evolution in the automotive & commercial vehicle markets
 - Examining the current purchasing “playbook”
 - How purchasing prepares for negotiations
 - » Six (6) advantages purchasing believes it has over suppliers
 - » The “Stockholm Syndrome” & its impact on buyer/supplier negotiations
- Managing by scorecard
 - Limitations of Purchasing’s “scorecards”
 - » Three (3) items Purchasing Departments are not measuring

Module II – How Suppliers Should Respond

- The need to go beyond “features & benefits” & “solution” selling
 - The simple three-step process to a stronger negotiating position
 - What the value equation looks like
 - How to position your offering to the buyer
 - How progressive Purchasing departments evaluate bids
- Supplier success stories from within the industry
 - Tier I-III suppliers who have negotiated significant price premiums
- The #1 imperative for supplier account teams
- Industry case study
- Breakout Exercise #1: Identifying “Points-of-Difference”

Day 2: Building Your Case with Purchasing (3.5 hours)

Module III – Building Your Case to Buyers

- The need to quantify value in economic terms
- Two ways suppliers create value for customers
- How to organize your case into a “Benefits Framework”
- Quantify the value of benefits suppliers typically promote, including: higher quality, design and engineering support, sustainability, weight reductions, improved performance, and improved time-to-market
 - Exercise #2: Developing word equations
- How suppliers can claim:
 - Tooling rights
 - Design rights
 - Rights to developmental & test data

Module IV – Gathering Data to Document Value

- Identifying the data you need
 - Determining where it resides & how to access it
- How to overcome challenges
- Sources of data from within the industry
- Breakout Exercise #3: Substantiating your value

Module V – Bringing it All Together & Defending Your Price

- Common objections from Purchasing & how to overcome them
- What to do about “cost down” and “give-back” requests
 - Three (3) points to raise in response
- Managing “gives & gets”
 - Nine (9) concessions suppliers are often asked to make
 - One (1) concession value-added suppliers should never make