



Negotiation for Procurement Professionals: A Proven Approach that Puts the Buyer in Control

Jonathan O'Brien

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Highly effective negotiation skills are an essential element of a purchasing professional's toolkit. *Negotiation for Procurement Professionals* provides a step-by-step approach to delivering winning negotiations and getting game changing results. It provides purchasers with the necessary tools and tactics for a detailed, planned approach to negotiation.

Jonathan O'Brien shifts the emphasis away from relying mostly upon personality to a more structured approach that enables anyone to negotiate effectively, even when up against a formidable opponent. This approach allows the purchasing professional or the buying 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. *Negotiation for Procurement Professionals* provides a strong framework for discussion in advance of the meeting, allowing the negotiator to plan their agenda, objectives and tactics. The book is based upon Red Sheet Methodology, a proven and collaborative technique used by many companies globally. If you are in a buying role, this book will increase your confidence and transform your ability to secure winning outcomes and better business results.

Negotiation for Procurement Professionals is the perfect companion to Jonathan O'Brien's other books *Category Management in Purchasing* and *Supplier Relationship Management*. Used together, they provide a complete and powerful strategic purchasing toolkit.

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