



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

By Jonathan O'Brien



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Highly effective negotiation skills are an essential element of a purchasing professional's toolkit. ***Negotiation for Purchasing 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 Purchasing 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 Purchasing Professionals was short listed for the ACA-Bruel Prize and was Specially Commended at the Gala Dinner 2013 organised by the Association of Purchasing and Supply Chain (CESA) of HEC School of Management in Paris.

Negotiation for Purchasing 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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Negotiation for Purchasing Professionals: A Proven Approach that Puts the Buyer in Control By Jonathan O'Brien Bibliography

- Sales Rank: #631908 in Books
- Brand: Brand: Kogan Page
- Published on: 2013-08-03
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .79" w x 6.10" l, 1.16 pounds
- Binding: Paperback
- 376 pages

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Editorial Review

Review

"Highly effective negotiation skills are an essential element of a purchasing professional's toolkit. The book provides a novel, detailed and comprehensive approach to the art of negotiation in a practical, easy-to-digest format." (*Gerry Tominey, CPO, Associated British Foods*)

"This book is groundbreaking. Jonathan O'Brien is one of the world's experts in purchasing and negotiation strategy and this book presents vital information for purchasing professional's and other negotiators. The vital subjects of planning, communicating verbally and non-verbally, dealing with tactics and understanding those with whom we negotiate are covered in detail." (*Professor John Potter, CEO, John Potter Global, Chartered Psychologist and Hostage Negotiator*)

"If you are in a buying role, Jonathan's advice will increase your confidence and transform your ability to secure winning outcomes for business results as it has for us, even when up against a formidable opponent." (*Joe Dudas, Vice Chair Category Management, Mayo Clinic*)

"A great source for the strategic sourcing professional in understanding and developing the skill of negotiation. With a comprehensive planning approach and a wealth of tactics, it can help transform even the most inexperienced of individuals into highly effective negotiators and ensure money doesn't get left on the table." (*Bryan Fuller, Vice President Sourcing & Supplier Management, MasterCard Worldwide*)

"I suspect it will become a classic of our profession for many years to come." (*Peter Smith, Spend Matters UK/Europe*)

About the Author

Jonathan O'Brien is the CEO of Positive Purchasing Ltd, the international purchasing consultancy and training provider. With over 20 years' experience working in purchasing, he has worked all over the world to help global organizations increase their purchasing capability through training, education and working directly with practitioners and executive teams to drive in the adoption of category management and other strategic purchasing methodologies. He is the author of *Category Management in Purchasing and Supplier Relationship Management*.

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Ellis Cook:

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Ruth Westlund:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them household or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you need to try to find a new activity that is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you read you can spent 24 hours a day to reading a guide. The book Negotiation for Purchasing Professionals: A Proven Approach that Puts the Buyer in Control it is rather good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. In the event you did not have enough space to bring this book you can buy the e-book. You can m0ore easily to read this book out of your smart phone. The price is not to cover but this book features high quality.

Marilyn Perez:

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