BUSINESS DEVELOPMENT PROJECT FOR ITALIAN CHAMBER OF COMMERCE IN POLAND

Develop and support

✓ logistics

✓ procurement

✓ production

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Content – Professional Business Negotiation Part 1

A	Scope of the modules (Day 1)	
I	Preparation for negotiations - sources of power in negotiations	1. Positioning on the axis of strength weakness, professional buyer tools to prepare for negotiations 2. Criteria of supplier substitutability (or lack of substitutability) 3. Criteria of customer attractiveness through the eyes of the buyer and supplier 4. Windmill model 5. Preparation of data for negotiations - Cost data - cost structure and TCO - Benchmarking and market intelligence - Analysis of business needs vs supplier capabilities
II	Preparing for negotiations - what do you negotiate?	1. Establishing the objective of the negotiation - the business objective and the negotiation objective are two different things. Don't finalize, focus on the adversary, control the only thing you can control - the process 2. What are you negotiating? - CBD – detailed cost break down - TCO – total cost of ownership - Supplier feedback utilization in procurement negotiation
III	Buying tactics from a weak position	1. Partnership relations or squeezing lemons - or how to combine exerting pressure with maintaining partnership relations with suppliers. 2. The paradox of effective negotiation, i.e. - don't negotiate! The secret of the strongest buying tactics. Practical use of information about the supplier market and cost structure in negotiations with the supplier (tactic: do not negotiate). 3. Vendor price defense techniques (tactics: 7 Egyptian plagues) 4. Sales tactics targeting price increases (tactic name: scarsity / unavailability) - how to defend against them? 5. Merchant "bad words" - that is, what phrases to avoid and how to form sentences. How to build the right relationship with a supplier 6. Exerting pressure from a weak position, using credibility and principles of negotiation mechanics - discussion and practice of the only effective tactic from a weak position (tactic: reward) 7. How to negotiate when we are under time pressure - i.e. negotiation kung-fu

Training Workshop

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Content – Professional business Negotiation part 2

B	Scope of the modules (Day 2)	
IV	Buying tactics from a strong position	1. What does it mean to negotiate from a position of strength? 2. Building relationships or squeezing lemons - how to negotiate from a position of strength? 3. Techniques for putting pressure on suppliers while maintaining good relations. 4. The paradox of negotiation or the most effective negotiation tactic ever invented - "Don't negotiate".
V	The psychology of negotiation - Homo Sapiens is an emotional creature	1. Credibility, techniques for building one's credibility in the eyes of an adversary; 2. The HALO effect in negotiations - starting negotiations; 3. Perception distortion or shifting of the adversary's point of reference; 4. The famous Danzig closet; 5. Recognizing the attitude of the adversary: combative, cooperative, emotional, ego, transactional; 6. How to choose a conversation key depending on the attitude of the adversary; 7. The fictitious belief of establishing a list of issues.
VI	Psychology of negotiation and buyers tactics	1. Techniques for taking control of the conversation; 2. Persuasive patterns; 3. Interrogating the adversary - techniques for conducting a casual conversation - the first rule of interrogation: the interrogator must not realize that he is being interrogated; 4. Voice modulation: how to speak; 5. Body language - explaining how to read our interlocutor's behavior; 6. Illusion of control - you are the architect, not the object of someone else's architecture; 7. Framing and mirroring - techniques for influencing the mood and emotions of the interlocutor; 8. Irrational escalation of engagement; 9. Anchoring and matching; 10. Deflect your adversary's pain - techniques: framing, reshaping, mirroring, FUDGE, law of small numbers, accessibility heuristics.

Personal information.

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I

Jacek Jarmuszczak

Consultant, trainer | practitioner

Trainer, practitioner of procurement negotiation, supply chain optimization, value creation through the supply chain, cost reduction and cost avoidance, with over 20 years of international experience within the Supply Chain.

His professional carrier started in 2003 in Polish FMCG companies, where he took part in many supplier negotiations, and delivered procurement and business development projects. In 2008 he moved to Philips Lighting and quickly was promoted to Global Category Manager, where he created category strategy, led negotiation with company's key suppliers. He spent half year under contract in Asia as the APAC Regional Project Manager, where was delegated to develop supplier base, improve sourcing and supplier selection procedures.

Then he moved to Carlsberg to lead the e-Sourcing team. He has a practical experience in implementing e-tools and adjusting procurement procedures (Supplier Rating System, Contract Management, Approval Flow etc.). While leading the e-Sourcing team he run over 1500 tenders for all categories (direct and indirect) for the entire Carlsberg Group.

He then return to category management team, taking over Global Category Manager position for the Professional Services and IT at Carlsberg. Then he moved to Danfoss AS as a Global Category Manager for Prof. Services and MRO category where he led negotiation with company key suppliers, facilitates supplier selection process in its very dynamic and yet cost vs. value uncertain category.

From 2019 to 2022 he was a Vice President of the Board and Business Development Manager at NextBuy, an IT company.

Since 2022 he is a successful freelancer.

Interesting enough – the total amount of spent managed over the 20 years time is over 3,5 billion EUR.

Special skills:

Business development, Supply Chain, Procurement, business negotiation, stakeholder relationship management; efficient communication; procurement deliverables and procurement role in the organisation understanding.

A selected customers:

ABB, ADM, Air Liquid, BA GLASS, Aweco, BRW, Cargill, Manuli, NBP, Orbit One, ORLEN, OTCF (4F), PGE, Porta, Siemens, Tarczyński, LPP, InPost, Tarkett, Valeo, ZF TRW, Werner Kenkel, Com40, EWE, Svarowski, Cedo, Drabest, Impel, Nestle, Bnp Paribas, Xella, Pfeifer & Langen, Runotex, MAN, Lockheed Martin, PZL Mielec, Selgros, Toyota, Meble Wójcik, Brand Distrybution, Padma Art, Motorola, Lotos, Atos, Samsung, LG, Fujitsu and many other…

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Supply chain development logistcs, production, procurement.

Stay connected

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