

Map and prioritize your purchases with purchasing marketing



ACH-31 2 Days (14 Hours)

Description

In all sectors (services, distribution and industry), companies want to skillfully take advantage of opportunities emanating from local and international supplier markets. It is very quickly a question of differentiating itself with its end customers. Purchasing marketing and sales marketing are closely linked. Furthermore, suppliers are joining forces and the numerous opportunities encourage the buyer to carry out global sourcing. Cost modeling and anticipation of purchasing risks are a priority. This purchasing training thus makes it possible to professionalize the process of analyzing the purchasing portfolio entrusted to the buyer with a view to obtaining a perfect match between current needs and the offer on the supplier markets.

Who is this training for ?

For whom

Buyer, family buyer, leadbuyer, category manager. Purchasing manager, director wishing to structure and prioritize his purchases. Purchasing engineer, project manager and project buyer working in pairs with buyers.

Prerequisites

Aucune

Training objectives

- methodically study a global supplier market
- Objectify your vision of the market and suppliers
- Perform a diagnosis on a purchasing portfolio
- Choose purchasing strategies that are relevant and consistent with overall objectives

Training program

Identifier les besoins à servir

- Quantify the importance of your purchasing portfolio for the company: strategic and operational aspects.
- The notion of family, category and segment.
- The techniques to skilfully classify your purchases.

Analyser le marché fournisseurs

- The components of supply and demand.
- Marketing monitoring and market studies.
- The means to understand the market.
- Supplier market typologies.
- Take advantage of resources accessible via the Internet.
- Consider opening up to other markets.
- Take inspiration from the best with benchmarking.

Analyser les coûts

- Distinguish between prices and costs.
- Build simple and explicit cost models.
- Quantify room for maneuver.

Déterminer les risques et opportunités du portefeuille achats La définition du risque marketing d'achats.

- Quantify a risk.
- Determine gains from purchasing.
- The consequences in terms of strategies.

Définir les plans d'actions : le marketing opérationnel établir des priorités avec les bons outils. Conséquences sur les coûts et la relation fournisseurs.

- Prepare sourcing actions.
- Make 'the right tactical choices'.
- Objectively present your choices.

Activités à distance

- Illustrate a contribution of knowledge: a video 'Situating the Purchasing function today'.