



*Training Course:  
Purchasing Techniques, Negotiating & Cost  
Reduction*

*25 - 29 January 2027  
Casablanca (Morocco)*

## Training Course: Purchasing Techniques, Negotiating & Cost Reduction

Training Course code: PC4010 From: 25 - 29 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

In modern organizations, more than 50% of revenue can be spent on goods and services, ranging from raw materials to administrative supplies. Optimizing purchasing processes is therefore a critical lever for improving profitability. This intensive program focuses on **practical techniques, strategies, and tools** that enable participants to reduce costs, improve supplier performance, and negotiate effectively.

Participants will leave with **hands-on knowledge** for identifying cost-saving opportunities, implementing procurement strategies, and leading continuous improvement in purchasing operations.

### Course Objectives

By the end of this program, participants will be able to:

- Identify and implement cost reduction and cost avoidance strategies
- Develop strategic purchasing plans and spend profiles
- Evaluate supplier pricing and analyze cost structures
- Apply Total Cost of Ownership TCO concepts to purchasing decisions
- Prepare for and execute successful negotiations
- Measure supplier performance and identify improvement opportunities
- Implement continuous improvement techniques in procurement operations

### Target Audience

This program is designed for:

- Procurement Officers and Managers
- Purchasing Professionals and Senior Buyers
- Supply Chain and Logistics Managers
- Contract Administrators involved in purchasing
- Professionals responsible for supplier negotiations and cost control

### Course Outline

#### Day 1 - Continuous Improvement in Cost and Productivity

- Understanding the need for change in procurement

- Organizational perspective of purchasing
- Purchasing savings model and TCO concepts
- Cost reduction initiatives and reporting procedures
- Data mining and spend analysis
- ABC analysis and strategic focus for procurement

#### Day 2 - Defining Cost Reduction Opportunities

- Group brainstorming for procurement improvements
- Developing a Company Purchase Price Index
- Understanding supplier pricing and benchmarking
- Process mapping to remove low-value activities
- Developing strategic plans for materials and services
- Supplier performance measurement and cost-saving methods

#### Day 3 - Methods of Price Evaluation

- Price justification and selection of analysis methods
- Competition and historical price evaluation
- Understanding supplier profit margins
- Cost analysis and breaking down cost elements
- Developing "Should Cost" for effective negotiations

#### Day 4 - Successful Negotiations

- Role of procurement professionals as agents
- Negotiation skill sets and preparation steps
- Methods of persuasion and achieving win/win outcomes
- Identifying and rating negotiation issues
- Contractual clauses: payment terms, warranties, spare parts
- Ethical standards in purchasing and contract negotiations

#### Day 5 - Determining Strengths and Weaknesses

- Evaluating your position and understanding your BATNA
- Analyzing the other side's position
- Creating negotiation objectives and planning forms
- Preparing the negotiation team
- Practical negotiation exercises using model case studies
- Reviewing lessons learned and applying best practices

## Registration form on the Training Course: Purchasing Techniques, Negotiating & Cost Reduction

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Fees: 4725 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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### Easy Ways To Register

Telephone:  
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place.

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E-mail to us :  
info@gh4t.com  
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Complete & return the  
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to: Global Horizon  
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