



Confessions of a professional buyer: The secrets about selling and purchasing services

Hubert Lachance

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This book is intended for all stakeholders involved in the process of selling and purchasing indirect goods and services. It is a well-known fact that procurement involvement in indirect acquisitions is increasing. In order to respond to this new trend, the author, an expert in indirect procurement with more than 10 years of professional experience, reveals secrets to selling and purchasing services from the procurement's perspective. Readers will have a chance to further their knowledge about purchaser's roles and understand how large companies handle their sourcing process. This knowledge will help readers gain a new perspective about the possibilities of leveraging relationships between purchasers and suppliers. Sales professionals will learn how to reach their objectives of securing new clients and promoting repetitive business. Answering RFP's will no longer be a secret. For example, this book covers: -How suppliers can manage to compete with competitors already in a relationship with their prospective clients. -How to influence the outcome of an RFP, without sacrificing too much profit. -How to leverage the procurement function and be the suppliers that receive new business with fewer RFPs to respond to. Purchasers, who are new to acquiring services, will understand the dynamics and processes associated with sourcing indirect categories. This knowledge will allow them to feel at ease to lead and obtain enhanced value from their assigned sourcing projects. For example, this knowledge will allow understanding: -How purchasers can manage to get accepted by budget holders and improve sourcing coverage through value added services. -How buyers and suppliers can cope with internal resistance that often occurs when new suppliers are invited to compete in RFPs. -How collaboration between purchasers and suppliers can usually bring more value than the traditional procurement approach of focusing too much on price. The author presents the information in six revealing and in-depth chapters: 1) Sourcing services 2) Why corporations hire buyers 3) Challenges of acquiring new customers 4) Maximizing outcomes of strategic sourcing processes 5) Managing gifts and entertainment 6) How to maintain existing customers "The book will be very useful in shaping effective business practices in corporations both on the selling and purchasing side." –Janusz Filipiak, Founder and CEO of Comarch, a software company that employs nearly 5000 people in 26 countries and author of 6 books. "Any RFP or RFQ to which I now reply is markedly different than what I have submitted prior to reading this book. –Michael Glazer, CEO of Premier Service Inc. "This book helps sales professionals understand the needs and motivations of corporate buyers, which is essential for ongoing, positive relationships." –Robert Spangler, MPA, CSC, Co-Founder The Sales Association

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