# THE 18 MOST COMMONLY ASKED **QUESTIONS\*** BY PROCUREMENT **THAT SUPPLIERS** SHOULD HAVE AN ANSWER TO.

\*WHEN FACED WITH A PRICE INCREASE DUE TO RISING ENERGY COSTS.



1/18
Why did you
not hedge against the
increase in energy cost
proactively?



Help me understand how strategically you buy your energy? Why should we as your customer pay for your procurement mistakes as a supplier?



We have a closed-book contract, meaning we don't know how much energy prices affect your product.

Do you want to change that?

If yes, then we want to know all cost components including your margins.





Energy prices were negative in 2020 (crude oil).

Did you pass on these benefits to us at the time?

How much did you

benefit from that?







# 5/18 Energy prices (crude oil) were much higher in February before the war in Ukraine had even started.

Now they are much lower again. Should we not rather expect a price decrease?



Commodity prices always go up and down over time, is this not the reason why we have multiyear contractual agreements to balance this effect? Do you want us to move to a monthly public tendering / Dutch auction approach?



## 7/18 You claim "force majeure". Last time I checked, "force majeure" was an act of God. Poor energy hedging is not an act of God but rather the result of the inaction of your buying



team.

8/18
We have a
contract in place.
Are you aware
of the implications if you
break the terms?





Leading indicators for inflation show a cooling of CPI.

Why should we agree on a price increase now if we cannot pass it on to our customers?





10/18 If energy prices drop next year, will we revert the price increase?







Our customers are B2C businesses and cannot increase or decrease prices based on a commodity movement.

How can you be a valueadding supplier to us if you are not in tune with our customers' needs?





12/18 What product / supply chain / operational ideas do you have to offset the increase in energy costs?





13/18 What is your plan to make your operations more energy efficient?



15/18 What will you do to make your product more cost-effective in our processes?



16/18 What commercial ideas do you have to offset the proposed price increase (payment terms / contract length / volumes)?



17/18
How come your competitors manage their energy costs better than you?



18/18
What if
we stop
buying from
you?



Do you want to learn more about how to best answer these questions?

Explore our range of sales workshops and masterclasses that make you win with procurement.





Understand procurement, their role and responsibilities in managing your customer's buying journey.

Identify their KPIs, tactics, and ways of working.

Form the essential competencies to interact with procurement with confidence.

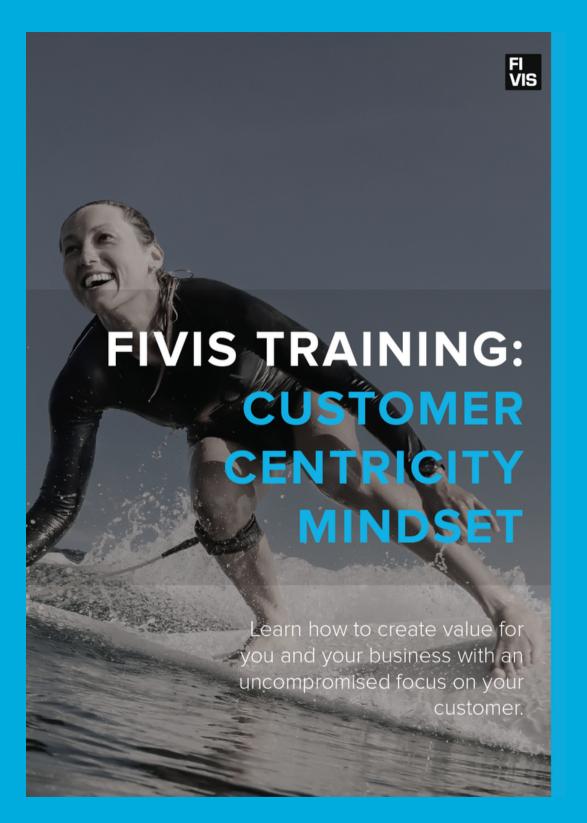
Learn how to build better business relationships with your buyer consistently and sustainably.



Learn how to build value-based and customer-centric relationships with your B2B customer and their professional procurement team.

Form the essential competencies to interact with procurement with confidence and turn the conversation from price to value.

Deliver better and more sustainable business results by building business partnerships that last.



Stop to "fight" or "flight" and form your new habit of customer centricity.

Learn to treat all of your stakeholders as customers including your manager, your organization, and of course your actual customer.

Identify your stakeholders' expectations and needs with confidence and learn to address them with excellence.

# "WE BUILD BRIDGES BETWEEN PROCUREMENT AND SALES. **GET IN TOUCH!"**

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