

**BUYERS ARE FULL OF
ANXIETIES.**

**WHAT SALES PEOPLE
NEED TO KNOW
ABOUT THEIR
PROCUREMENT
COUNTERPARTS.**





**FI
VIS**



ANXIETY #1

"Am I paying the right price for the product or service that I am sourcing from my supplier? I might have agreed on a price that looks ok, but what if competition pays an even lower price?"



ANXIETY #2

"Am I buying the right product or service?"

What if the product or service I source is above and beyond what my internal company stakeholders actually need? Do I address a business need or a "want" rather?"



ANXIETY #3

"Will the supplier meet their promises? Will the product or service that I agreed to buy, arrive in the right quantity, quality, on time? What if not? Will my choice of selecting an unreliable supplier stop my company's operations? Will we lose sales / business because of that? And if yes, will I lose my job?"



ANXIETY #4

"What are the risks in my supplier's supply chains?"

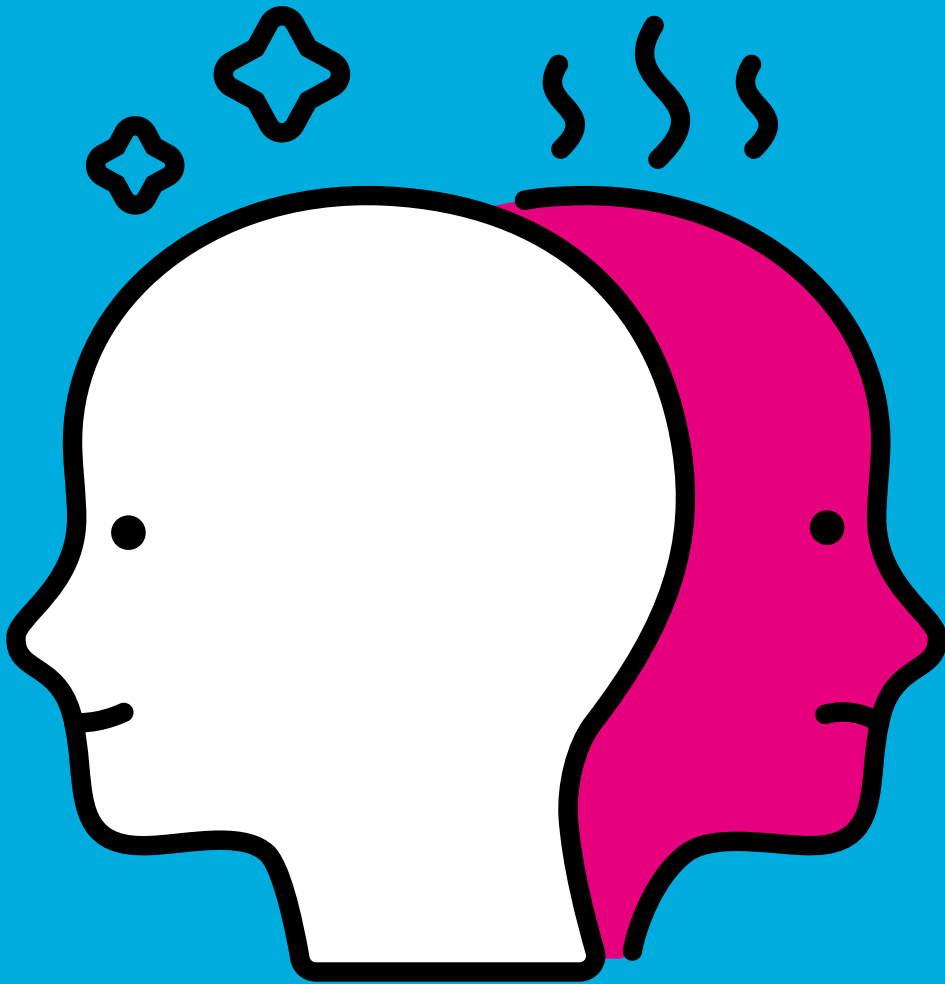
Are there any "dead bodies" in the supplier's supply chains that I am not aware of and that might surface rather sooner than later? Will this cause an issue for my business?"



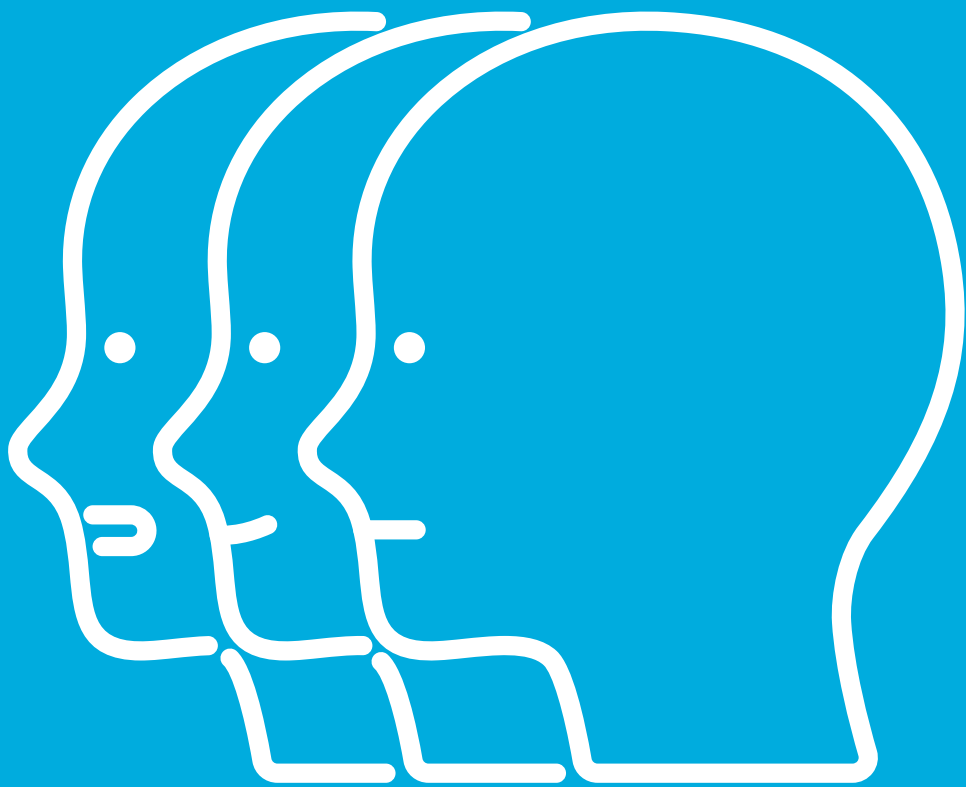
**ADDRESS THESE
ANXIETIES
AS A SALES
MANAGER
PROACTIVELY...**



**...AND MAKE
THEM TRUST
YOU.**



**WHAT DO YOU
THINK? SHARE
YOUR THOUGHTS
AND...**



**...HELP BUILD
BRIDGES
BETWEEN
PROCUREMENT
AND SALES
TOGETHER.**



Jens Hentschel - Foudner of FIVIS