

FIVIS TRAINING
WINNING
WITH
PROCUREMENT

Become the supplier of
choice, instead of the
provider by chance.

PROGRAM OUTLINE – WINNING WITH PROCUREMENT (WWP)

TRAINING OVERVIEW

Learn how to build more profitable business relationships with procurement.

Our experienced trainer team, all ex-procurement professionals from leading Fortune 50 companies, share what makes procurement really tick, their ways of working, their anxieties and KPIs.

Start seeing the world from your buyer's unique perspective, apply and go through their processes, and identify your actions to position yourself as their partner of choice.

Follow the steps your buyers take to develop their buying strategy and adjust your sales approach accordingly to secure the winning deal. Gain confidence in interacting with procurement from the first contact to the final deal.

This course is not about seeking a quick tactical advantage with your buyer, but rather, it is designed to help you build a successful relationship with procurement by embracing a customer-centric mindset.

WHO IS IT FOR?

This training course is for B2B sales and business development professionals across all industries who sell their products or services to corporate clients and interact with professional buyers and procurement functions on a regular basis.

This course is designed to support salespeople to take their relationship with procurement to the next level, making them the supplier by choice and not by chance.

TRAINING OUTCOME



Build more profitable business relationships with your buyer.



Understand what makes procurement really tick.



Acquire 8 new competencies to engage with procurement early and consistently.



Derive your buyer's buying strategy and amend your sales approach to win.



Become (finally) confident when interacting with procurement from first interaction to signing the final deal.

TRAINING SETUP



Virtual-live, instructor-led sessions, or face-to-face workshops



Group coaching via online community in between sessions



Ex-procurement professionals as your coaches and trainers



Apply your new skills directly on your customer accounts



Expert feedback from the voice of your customer



72-page physical workbook

EXAMPLE TRAINING OUTLINE - VIRTUAL-LIVE

LIVE SESSION 1

Module 1: Familiarize yourself with one of your key stakeholder on the customer's side: procurement. Learn how today's complex and volatile world has changed and advanced procurement's role on the customer's side. Empathize with their challenges and learn what it takes to have them lower their guard to build winning relationships with you as their supplier.

Deliverable: Understand procurement's role in your customers' organizations. Get introduced to the buyer's ways of working, their anxieties, and KPIs. Identify what you can do to consistently add value beyond just price in the relationship with the buyer.

LIVE SESSION 3

Module 3: Deepen your strategy setting capabilities. Decode the tools that procurement uses to set their buying approach. Learn to identify and mend potential discrepancies between your sales approach and their buying strategy.

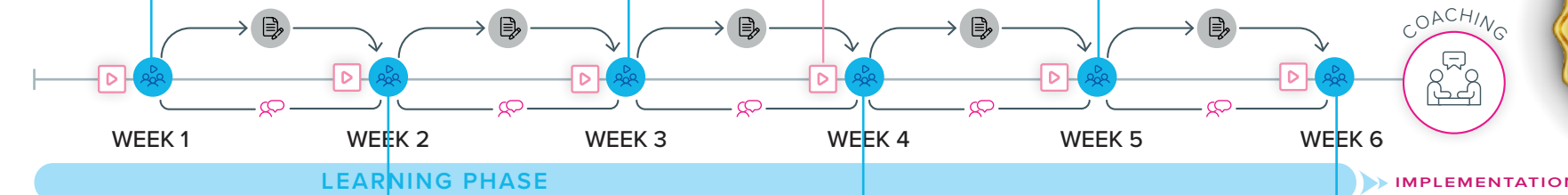
Deliverables: Utilize the SWOT and TOWS tools. Understand how strategies are formed and which interventions the buyer will take to gain a competitive advantage in their market. Apply the same tools to build your winning sales strategy bottom-up.

LIVE SESSION 5

Module 5: Determine the power of procurement and how to respond to it. Not all buyers are made equal. Understand who has the authority to buy or not to buy from you: the user of your product or service, procurement, or both.

Deliverables: Gain confidence in determining the level of power and influence buyers have on your customers' side and learn how to avoid leaving money on the table.

ONLINE LEARNING COMMUNITY*



LIVE SESSION 2

Module 2: Many customer-supplier relationships fail due to strategic misalignment. Get on the front foot and understand how procurement develops its buying strategy by immersing yourself in the buyer's strategy-setting process. Begin to consider how their approach to the market impacts your sales strategy.

Deliverable: Become well-versed in applying the first essential strategy setting tool, the Porter 5 Forces Analysis, to understand the markets you sell into and the buyer buys from. Form an opinion if supply and demand are in balance or not and identify where the market power lies.

LIVE SESSION 4

Module 4: Get familiar with procurement's sourcing process. Understand the buyer's role in managing your customer's buying journey and learn how you can engage with them early, long before a commercial negotiation process, and consistently after the contract has been signed.

Deliverables: Be able to add value to your customer's buyer at every stage of their procurement process. Make yourself their preferred supplier by supporting them in managing their internal customers, stakeholders and supply chains.

LIVE SESSION 6

Module 6: The buyer only spends 5% of their time negotiating with you as their supplier. In our previous modules, we covered how to build strong relationships with them during the remaining 95%. Get prepared for the dreaded negotiation stage.

Deliverables: Learn about three tactics that procurement regularly uses to make you feel uncomfortable. Practice addressing these tactics with confidence and learn how to withstand procurement's pressure.

TESTIMONIALS

“ This was one of the best (top 3) trainings I have taken in my career.

“ Really good and interesting topic, full of great insights!

Each participant will receive a personalized FIVIS certificate of completion.

“ Great training, hands-on approach, straight forward to start applying in our everyday life.

“ Excellent structure and delivery.

*Continuous learning through an online group coaching environment moderated by our expert trainer team.



Group learning in live, instructor-led session



Application of theory on customer account (homework)



Trainer provides group feedback & support



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