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## Negotiation Blueprinting for Buyers fact based negotiation with case studies

By Rosemary Coates

Think! Inc. Paperback. Book Condition: New. Paperback. 186 pages. Dimensions: 8.4in. x 5.5in. x 0.6in. Since the 1980s industrial buying has gone from getting three quotes and executing a three-part carbon paper Purchase Order typed on an IBM Selectric typewriter, to a sophisticated electronic environment where information is available at the buyers computer command. With the introduction of ERP systems buyers can now assemble historical buy information, supplier history and performance, develop RFPs, RFQs and enable reverse auctions. Electronically, buyers can exchange offers with suppliers and transmit Purchase Orders via EDI. Procurement is now taught at the undergraduate and graduate levels as part of Supply Chain Management programs at universities around the world. Students emerging from graduate programs are more strategic thinkers and have a much broader understanding of business as ecosystems. Sellers are also getting more sophisticated. By doing online research, they have a much better understanding of their competition and of their company. They can quote from your annual report and cite your CEOs direction for the near future. Through email they may be talking to many other people in the company, selling to the business and bypassing Purchasing like never before. They too, are better educated and sell...



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