MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

PREPARATION & PLANNING FOR STRATEGIC SOURCING NEGOTIATIONS

"Achieving Win-Win Agreements through Data-Driven Procurement Strategy and Tactical Influence"

Schedule

Date	Venue	Fees (Face-to-Face)
18 – 22 May 2026	Dubai, UAE	USD 3495 per delegate
03 – 07 Aug 2026	Dubai, UAE	USD 3495 per delegate
13 – 17 Sep 2026	Manama, Bahrain	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Strategic sourcing has become a key driver of cost optimization, supplier performance, and competitive advantage. However, success in strategic procurement is not solely determined by spend analysis or sourcing frameworks—it hinges on robust preparation and skillful negotiation.

This intensive 5-day course equips procurement and supply chain professionals with advanced capabilities to prepare for and execute complex sourcing negotiations. Participants will master tools for stakeholder alignment, supplier analysis, total cost modeling, and negotiation strategy development—empowering them to secure value-driven and sustainable outcomes.

Objectives

By the end of this course, participants will be able to:

- Conduct strategic spend analysis and supplier segmentation to inform negotiation strategy
- Build sourcing plans aligned with organizational priorities and market conditions
- Apply structured negotiation planning techniques including BATNA, ZOPA, and issue mapping
- Use cost modeling and value analysis to strengthen negotiation positions
- Develop and lead negotiations that maximize value and manage supplier risk

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Why Attend

- Strengthen your negotiation performance through rigorous preparation techniques
- Translate procurement data into powerful negotiation insights
- Reduce total cost of ownership while improving supplier relationships
- Gain confidence handling cross-cultural and high-stakes negotiation scenarios
- Enhance your role as a strategic partner in sourcing and contract outcomes

Target Audience

This program is designed for:

- Procurement, sourcing, and contract professionals
- Category managers and supply chain leads
- Project managers and commercial advisors
- Finance, operations, and engineering professionals involved in vendor negotiations
- Anyone involved in supplier evaluation, RFPs, or commercial decision-making

Individual Benefits

Key competencies that will be developed include:

- Data-based negotiation planning and preparation
- Supplier and market analysis for strategic leverage
- Negotiation frameworks, tactics, and behavioral insight
- Total cost modeling and value-based procurement
- Stakeholder engagement and scenario planning

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved supplier agreements based on value, not just price
- Greater negotiation consistency and preparation standards
- Reduced procurement risk through better planning and supplier vetting
- More collaborative sourcing strategies with internal and external partners
- Increased procurement impact on cost, quality, and innovation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Sourcing strategy, market analysis, and negotiation planning frameworks
- Case Studies – Real-world examples of sourcing negotiations across industries
- Workshops – Simulation exercises, role plays, and negotiation scenario planning
- Peer Exchange – Group discussions and experience sharing
- Tools – Spend analysis templates, negotiation planners, supplier scorecards, and risk maps

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Sourcing Foundations

- Module 1: The Role of Strategic Sourcing (07:30 – 09:30) • Evolution of sourcing from tactical to strategic • Procurement's role in organizational performance • Key sourcing levers and sourcing cycle
- Module 2: Spend and Supplier Analysis (09:45 – 11:15) • Spend categorization and Pareto analysis • Supplier segmentation and performance evaluation • Market intelligence and benchmarking
- Module 3: Aligning Internal Stakeholders (11:30 – 01:00) • Identifying and managing internal interests • Communication plans and stakeholder matrix • Building alignment on sourcing strategy
- Module 4: Workshop – Spend Diagnostic & Supplier Mapping (02:00 – 03:30) • Analyzing procurement data • Segmenting suppliers by value and risk

Day 2: Planning the Negotiation Strategy

- Module 1: Principles of Negotiation Strategy (07:30 – 09:30) • Interests vs. positions in procurement negotiations • BATNA, ZOPA, and negotiation objectives • Structured negotiation planning
- Module 2: Developing the Negotiation Playbook (09:45 – 11:15) • Defining issues, options, and trade-offs • Timeline, roles, and authority limits • Integrating technical, commercial, and legal perspectives
- Module 3: Risk Assessment in Sourcing Decisions (11:30 – 01:00) • Identifying and mitigating sourcing risks • Using risk mapping in supplier decisions • Risk allocation in contracts
- Module 4: Workshop – Negotiation Issue Mapping (02:00 – 03:30) • Building an issue matrix • Scenario development and team preparation

Day 3: Cost Modeling and Value-Based Negotiations

- Module 1: Understanding Total Cost of Ownership (TCO) (07:30 – 09:30) • Beyond price: TCO vs. landed cost • Lifecycle costing, logistics, and inventory cost • TCO calculators and templates
- Module 2: Cost Breakdown and Should-Cost Modeling (09:45 – 11:15) • Supplier cost structures and cost drivers • Should-cost estimation and price analysis • Benchmarking tools
- Module 3: Value Engineering and Innovation (11:30 – 01:00) • Collaborative value improvement with suppliers • Negotiating for innovation, speed, and flexibility • Case examples in long-term sourcing partnerships
- Module 4: Workshop – TCO and Should-Cost Analysis (02:00 – 03:30) • Hands-on cost modeling exercise • Applying insights to sourcing negotiation prep

Day 4: Negotiation Tactics and Role Play

- Module 1: Tactics and Behavioral Strategies (07:30 – 09:30) • Common negotiation tactics and countermeasures • Understanding body language and negotiation psychology • Managing emotions and pressure
- Module 2: Cross-Cultural Negotiations (09:45 – 11:15) • Cultural norms and communication styles • Adapting negotiation approaches • Global sourcing case examples
- Module 3: Conducting Negotiation Meetings (11:30 – 01:00) • Setting the tone and agenda • Controlling the flow and managing deadlocks • Documenting agreements
- Module 4: Workshop – Live Negotiation Simulation (02:00 – 03:30) • Practicing with teams • Feedback from instructor and peers

Day 5: Review, Application, and Improvement

- Module 1: Post-Negotiation Review and Debriefing (07:30 – 09:30) • Evaluating negotiation outcomes • Lessons learned and process improvement • Stakeholder reporting
- Module 2: Managing Supplier Relationships Post-Negotiation (09:45 – 11:15) • Contract handover and implementation • Supplier performance and governance • Conflict resolution and renegotiation
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Module 3: Final Review and Personal Action Plan (11:30 – 01:00) • Summary of key tools and techniques • Individual negotiation development plans • Peer coaching and feedback

- Module 4: Certification and Course Close (02:00 – 03:30) • Final knowledge check • Certificate distribution • Course evaluation and farewell

Certification

Participants will receive a Certificate of Completion in Preparation & Planning for Strategic Sourcing Negotiations, validating their advanced competencies in procurement strategy, negotiation planning, and supplier management.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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