The Successful Buyer: Mastering Strategic Procurement

3 – 7 May 2027
Casablanca (Morocco)



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Why This Course

In today's competitive business landscape, effective procurement skills are essential for securing the best value, building strong supplier relationships, and ensuring organizational success. Professionals who master strategic purchasing, negotiation, and supplier management can optimize costs, mitigate risks, and contribute significantly to their organization's performance.

This intensive 1-week program equips new and aspiring buyers with the knowledge, tools, and hands-on experience to excel in procurement. Through a blend of theoretical concepts, practical exercises, and real-world scenarios, participants will gain the confidence to make informed purchasing decisions and deliver measurable results.

What You'll Learn and Practice

By attending this course, you will:

- Understand the fundamentals of strategic procurement and its impact on organizational success.
- Develop effective negotiation strategies to secure favorable terms and pricing.
- Learn best practices for supplier selection, evaluation, and relationship management.
- Master contract management techniques and risk mitigation strategies.
- Gain insights into ethical practices and compliance in procurement.
- Apply practical tools for cost analysis, value creation, and performance measurement.

The Program Flow

Day 1: Foundations of Strategic Procurement

- Introduction to modern purchasing and procurement concepts
- Role of procurement in driving organizational success
- Understanding the procurement cycle and key buyer responsibilities
- Key performance indicators for measuring procurement effectiveness
- Ethical considerations and responsible purchasing practices



Day 2: Supplier Management and Selection

- Supplier evaluation criteria and selection processes
- Building and maintaining strong supplier relationships
- Supplier performance monitoring and improvement techniques
- Risk assessment and mitigation strategies
- Sustainable and responsible sourcing practices

Day 3: Negotiation Strategies and Techniques

- Principles of effective negotiation for buyers
- Preparation, planning, and strategy development
- Negotiation tactics and counter-tactics
- Managing difficult negotiations and resolving conflicts
- Post-negotiation review and learning

Day 4: Contract Management and Legal Aspects

- Key elements and structure of procurement contracts
- Contract terms, obligations, and compliance requirements
- Monitoring contract performance and managing disputes
- Legal and regulatory considerations in procurement
- Intellectual property and confidentiality management

Day 5: Cost Analysis and Value Creation

- Total Cost of Ownership TCO and spend analysis
- Value engineering and value analysis techniques
- Identifying cost reduction opportunities
- Leveraging technology to optimize procurement processes
- Measuring and reporting procurement performance

Individual Impact

- Increased confidence in handling procurement processes and supplier negotiations.
- Ability to develop strategic sourcing plans and supplier evaluation systems.
- Improved skills in contract management, risk mitigation, and ethical decision-making.
- Practical experience applying cost analysis and value creation techniques.

Organizational Impact

- Reduced procurement costs and improved value from supplier contracts.
- Strengthened supplier relationships and performance outcomes.
- Enhanced compliance and risk management across procurement activities.
- Greater operational efficiency and contribution to organizational success.



Training Methodology

- Interactive workshops and role-playing negotiation exercises.
- Real-world case studies reflecting procurement challenges.
- Hands-on tools and templates for supplier evaluation and cost analysis.
- Group discussions to share insights, best practices, and lessons learned.

Beyond the Course

Participants will leave ready to:

- Conduct supplier evaluations and implement performance monitoring systems.
- Negotiate contracts confidently and achieve favorable outcomes.
- Apply cost analysis and value creation techniques to real procurement scenarios.
- Implement best practices in strategic sourcing, contract management, and ethical purchasing.

