

# Course : Negotiating with supermarket buying groups

**The keys to effective preparation and reduced pressure**

**Practical course - 2d - 14h - Ref. GMS**

**Price : 1280 € E.T.**

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How can you adapt and sharpen your sales negotiation techniques and develop a positive strategy with supermarket buying groups? This training course will give you the opportunity to practice and hone your skills in the context of negotiating with buyers in the retail sector.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Integrating the specificities of the retail sector into negotiations
- ✓ Developing a "cooperative strategy" for medium-term relationships
- ✓ Training to thwart the destabilizing tactics of supermarket buyers

## Intended audience

KAMs, sales representatives, anyone in charge of negotiating with central purchasing agencies in the food and non-food retail sectors.

## Prerequisites

No special knowledge required.

## Practical details

### Role-playing

Negotiation preparation and conduct workshops (more than 50% of training time). Role-playing. Collective and individual debriefing.

### Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to participants' contexts and experiences.

## Course schedule

### PARTICIPANTS

KAMs, sales representatives, anyone in charge of negotiating with central purchasing agencies in the food and non-food retail sectors.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The specific environment for negotiating with a central purchasing agency

- Acting on the role of mega-buying groups.
- The impact of the legislative framework.
- Understand the conflictual nature of negotiation.
- Identify the different types of power.
- Map stakeholders and stakeholder organization.

### Role-playing

Construct a balance of power based on a negotiation situation.

## 2 Analyze the negotiation context

- Identify stakeholders' motivations: stakes, objectives, positions.
- Defining a shared common objective and getting it accepted.

### Role-playing

Identify the common shared objective. Prepare the negotiation.

## 3 Take into account the balance of power with the purchasing group

- Know the elements of the balance of power.
- Analyze the balance of power, build the stakes-power matrix.

### Role-playing

Establish the stakes-power matrix. Define the appropriate negotiation strategy. Collective debriefing.

## 4 Plan your negotiation strategy and define your tactics

- Acting on the choice of mass retailing as a competitive strategy.
- Assess the benefits of switching to a cooperative strategy.
- Understand the main tactics used by mass retailers.

### Role-playing

Moving from a competitive strategy to a "cooperative strategy".

## 5 Defining your roadmap

- Answer the 4 questions: challenge, objective, strategy, tactics.
- Building the negotiating team, maximizing success.

### Role-playing

Prepare a negotiation using a mind map. Collective debriefing.

## 6 Managing interactions in a conflictual environment

- Managing stress, understanding emotions.
- Identify attitudes and postures that are detrimental to a stable, effective relationship.

### Role-playing

Negotiate with a bad-faith, aggressive or threatening interlocutor.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 7 Conducting the negotiation interview

- Apply strategic questioning.
- Develop active listening and empathy.
- Know how to position yourself.
- Practicing reformulation. Developing assertiveness.

### Role-playing

Role-playing on postures. Individual debriefing.

## 8 Concluding negotiations and learning from them

- Identify validation steps. Ensure that decisions are properly understood.
- Validate application criteria. Acceptance of verification criteria.
- Organize a debriefing and formalize what has been learned.

### Role-playing

Debrief a negotiation situation and build a progress plan.

## Dates and locations

### REMOTE CLASS

2026: 12 Mar., 19 May, 8 Oct., 10 Dec.

### PARIS LA DÉFENSE

2026: 12 Mar., 19 May, 8 Oct., 10 Dec.