



## Selling to Procurement: 7 Secrets to Decoding Procurement for Smarter B2B Selling and Negotiating (Paperback)

By Christopher D Provines

Createspace Independent Publishing Platform, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Selling is getting tougher for one key reason. Many customers have invested in their procurement function in order to be smarter buyers of goods and services. Ever since the great recession, organizations of all sizes and types have learned to use procurement as a strategic profit lever. Unfortunately, many sales teams haven't figured out how to keep up with this new threat. Often the result is lost sales, margin erosion, and frustrated salespeople. It doesn't have to be this way. Based on direct experience working in procurement leadership for a Fortune 50 business, as well as teaching global procurement, working in key account management, and research, the author provides perspectives for how sales professionals can better understand the modern procurement organization. Originally published as a short booklet in e-book format only, it has now been converted to print form based on many requests (about 65 pages in printed form). It is intended to compliment your existing sales and negotiation methodologies. Get beyond the procurement tactics you see to understand what drives procurement's behaviors. Learn how to spot emerging...



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