



Tehnici de Negociere pentru achizitori, buyeri si cei din comercial

19-20 decembrie, Bucuresti, Hotel Crystal Palace**
Termen de inscriere 12 decembrie**

Considerente Generale:

Parcurgand acest program intensiv participantii vor putea:

- sa inteleaga conceptele de baza aplicate negocierii in achizitii
- sa afle in ce masura anumite tehnici existente pot fi aplicate cu succes in companiile pe care le conduc;
- sa identifice posibilitati de eficientizare a metodelor de negociere;

Achizitorii eficienti trebuie sa fie capabili sa obtina acorduri durabile in relatiile companiei cu factori majori ai mediului economic, si sa aiba sprijin deplin de la cei fata de care depind in ceea ce priveste resursele, autoritatea si producerea efectiva de rezultate.

Seminarul isi propune sa ofere buyerilor instrumente practice care sa clarifice nuante sensibile in obtinerea de rezultate rezonabil profitabile in procesul de negociere.

Procesul de instruire interactiva cauta sa ofere atat cadrul analitic cat si abilitatile si cunostintele necesare imbunatatirii performantei de lucru specifice. Pe parcursul acestui proces interactiv trainerul joaca rolul de facilitator cu scopul de a incuraja grupul sa dezvolte perceptia globala despre modul in care problemele teoretice prezentate pot adauga valoare performantei lor viitoare in munca.

Exercitiile de grup si discutiile vor evidentia concluziile si vor ajuta participantii sa-si consolideze cadrul teoretic specific relevant mediului lor de lucru.



Obiective:

- Prezentarea celor mai moderne metode si experiente legate de metode sofisticate de obtinere a unor acorduri profitabile si solide;
- Dezvoltarea capacitatilor de elaborare a strategiilor de negociere in achizitii si de implementare creative a acestora.

Continutul Trainigului:

- Tipuri de comunicare – elemente de comportament si utilizarea lor eficienta;
- Asertivitatea – metoda optima de colaborare si eficienta;
- Dilema esentiala a negociatorului: stabilirea scopului;
- Alternativele intr-un accord. Limitele negocierii;
- Definirea intereselor ca masura a negocierii;
- Crearea valorilor: cum se obtin cu adevarat valori comune;
- Punerea in practica a principiilor negocierii in achizitii;
- Negocierea in evolutie – etape si metodologii;
- Puterea de influenta in negociere si aplicarea ei in achizitii;
- Negocierea pentru atingerea unui scop, autoritati sau resurse – nevoia de mandate;
- Ratificarea, evaluarea post-negociere, evolutie;
- Exercitii practice, simulare, teste.



Rezultate asteptate:

La sfarsitul programului de instruire participantii vor putea:

- Pune in practica rezultatele atat teoretice cat si practice castigate pe parcursul programului;
- Aduga valoare performantei curente ale slujbei lor;
- Imbunatati capabilitatilor de interactiune constructiva, planificare, dezvoltarea competentelor de negociere in situatii complexe;
- Imbunatati comunicarea informala si lucrul in echipa.



Se asigură:

- a) sustinerea propriu-zisa a cursului. Cursul este centrat pe re al fiecarei participant in parte.
- b) feed-back - atat in timpul, cat si la finalul cursului.
- c) evaluarea post-training a participantilor. In vederea observarii nivelului de retentie al informatiilor, cat si a capacitatii de punere in practica a acestora dupa caz.
- d) diploma de participare.
- e) analiza necesitatilor si intereselor de training ale participantului dupa caz.

Agenda zilnica:

	Ziua 1	Ziua 2
Curs	9.00 - 13.00	9.00 - 13.00
Coffe Break	11.00 - 11.15	11.00 - 11.15
Pranz	13.00 - 14.00	13.00 - 14.00
Curs	14.00 - 17.00	14.00 - 17.00
Coffe Break	15.45 - 16.00	15.45 - 16.00



Nota: Programul este orientativ si poate suferi mici modificari in functie de grup si ritmul de parcurgere a tematicilor propuse.

Date Organizatorice:

Data Trainingului: 19-20 decembrie 2018

Locatia: Bucuresti, Hotel Crystal Palace – www.cphotel.ro

Varianta 1 cost = 490 lei / ziua de training pret final si include:

- participarea la training
- mesele (2 x pranz) + coffee break-urile (4)
- o carte adecvata tematicii cursului
- premiu surpriza (stick usb sau card memorie sau smartwatch sau bratară fitness / etc)
- suportul de curs;
- diplomele de participare

sau

Varianta 2 cost = 1.280 lei pret final si include cele de mai sus la care se adauga o tableta. Modelul Samsung Galaxy Tab 3 7.0" / Lenovo A3300 7.0" / Lenovo A3500 / Lenovo A7 / Utok / Allview Viva C701 / Myria 3G / Dell Streak / etc, functie de stocul de la data participarii. Toate avand minim de specificatii – 7.0" / 8 gb stocare / 1gb RAM



La cerere putem asigura si cazarea in locatia unde se deruleaza cursul la pretul de 65 euro/noapte incluzand si micul dejun.

Discount-uri:

5 % la 2 participanti

10 % la 3 participanti

La 4 participanti se ofera 1 loc gratuit, al 5-lea; Aceasta promotie este activa in cazul in care cele 5 locuri sunt pentru acelasi curs sau in cazul in care acestea sunt inscrite cumulat, pe mai multe cursuri.



Pentru inscriere va rugam sa completati formularul de participare care se gaseste pe pagina de oferta la adresa:

<https://www.training-info.ro/tehnici-de-negociere-in-achizitii/>

Acesta se va trimite pe fax sau email la adresa:

office@training-info.ro

Mai multe informatii se pot obtine si la numerele de telefon 0722.663.637

TERMEN DE INSCRIERE

12 decembrie 2018

PREZENTAREA TRAINERILOR

ALEXANDRU STAVRE BUCOI - MBA

Programe academice absolvite

PhD Programme in Economics, Academy of Economic Studies, Bucharest

Research theses: "Producers Behaviour regarding the commodities goods commercialisation"

Master of Arts (MA), major in Marketing

Master of Business Administration (MBA), major in Marketing, graduated "Magna cum laude" from the

Canadian MBA Program in Romania, GSM – Graduate School of Management,

Master of Science (M.Sc.), Masters degree in Aircraft Engineering, with specialization in jet engines,



- Managing Organisational Change –CODECS
- Teaching by the Case Method: Developing Discussion Leadership Skills, organised by Ecole des HEC, University of Montreal, Canada at the Graduate School of Management
- Scholarship offered by the French Government
- Training in Market Economy, organized by JCI (Junior Chamber International), Blois, France Courses at Chamber of Commerce and Industry, Blois, Practical training within ERMETO – HYDEXO Company, Blois

Trainer and consultant

- Assessment center, change management, strategic management (Cefin Romania, open trainings)
- DBM Romania Career Solutions International
- Career advisor and outplacement consultant
- CODECS (Centre for Open Distance Education), the partner in Romania of the Open University Business School, London, UK – provider of distance learning education
- Tutor

Tutoring: - the BZT 751 Course, *Management of Change* the BZT 730 Course, *Management of Performance and Change*

Institute for the Companies Administration (IAI), organized with Faculty of Economic Studies, “Transilvania” University, Brasov within a “*Tempus*” program

Lecturer

- courses: “*General Marketing*”; “*Marketing in Services*”; “*Marketing Research*”; “*Marketing Strategies*” within the DUSG program (University Specialized Management Diploma – postgraduate courses)
- specialized courses in “*Marketing Research*”; “*Distribution Channels Management*”
- training in *Sales Techniques* for S.C. Bramac S.r.l., Brasov (October 1999)
- courses: “*Marketing in Services*”; “*Stock & Commodities Exchanges*”
- seminar in analyze of the marketing data – *SPSS software*
- Canadian MBA Program in Romania, GSM – Graduate School of Management, Academy of Economic Studies, Bucharest
- Invited Professor at HEC Montreal (Ecole des Haute Etudes Commerciales)
- prepared the Marketing Management course to be teach in the Canadian MBA Program
- assisted Canadian Professors for different courses in order to improve my teaching skills and increase my knowledge of marketing field
- participated as member in the jury charged with the evaluation of a master degree these for one graduate major in Marketing
- participated in a seminar regarding the Power Point software utilization for teaching purposes
- assisted the Canadian Professors (Mr. Robert TAMILIA, Ph.D., Marketing Professor, Universite du Quebec a Montreal; Mr. David LITVACK, Ph.D., Marketing Professor, Ottawa University; Miss Corinne Berneman, Ph.D., Marketing Professor, HEC - Montreal) for the “*Marketing Management*” and “*Consumer Behavior*” courses

CONFERENCES

Conference organised by IRI Torino (International Research Institute) in the field of “Company reorganisation for the e-business”

- presentation subject: “*How the marketing strategies has to be changed for the e-commerce*”

Training and Consultancy Clients:

- Pirelli ,Holcim,DOMO,Billa ,ProSoft Solutions, BRAMAC, Systeme de inelitori, DAEWOO, CEFIN, HEXOL , Lubricants, Randaldes Group, Brasov, MMM Consulting International, AFP Mkt, DBM, CODECS SA, AURORA , Knorr, Shell Gas, Campofrio, DHL, Omniasig, Banc Post