

PROGRAM SYLLABUS

Sales Training: Understanding Procurement

Online Certificate Program

Last update: September 12th, 2025

PT Procurement
Tactics



An overview

What can you expect of this program?

Sales Training: Understanding Procurement

Welcome to our 'Sales Course: Understanding Procurement'!

At Procurement Tactics, we specialize in not only educating procurement professionals but also upskilling sales professionals from all over the world to enhance their collaboration with procurement teams.

This course will deepen your understanding of procurement, helping you to better align your sales strategies with procurement needs for more effective collaboration. By understanding what the procurement team does, what their role within the company is, and the ways in which you can collaborate with them, you will achieve better results. Secondly, as negotiation represents an important overlapping aspect that both sales and procurement roles include, get ready to learn on how you can best use procurement strategies and tricks to your advantage as well!



– Marijn Overvest, founder Procurement Tactics



200+ companies trust us

-  **Online, self-paced learning**
-  **Subtitles in 5 different languages**
-  **Negotiation templates**
-  **Interactive case studies**
-  **16-24 hours study material**
-  **12 months course access**
-  **Official certificate upon completion**
-  **Persuasion templates**
-  **Reading materials & bonus content**
-  **60-day money-back guarantee**

About Your Instructor

Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he has learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you will learn how to improve your procurement skills and achieve better results for you and your company.



Learn in-demand skills

And take your career to the next level

Study objectives



Gain an overview of the procurement processes

Gain a comprehensive understanding of how procurement works, including the organization and roles of procurement departments, their targets and negotiation strategies used.



Apply negotiation strategies

Improve your negotiation skills with practical techniques and insights, focusing on achieving better results and effective deal-making with procurement professionals.



Understand the supplier selection and management processes

Understand how procurement analyzes and approaches suppliers, so you can develop a suitable sales strategy to counter their methods effectively.



Apply procurement analytics in sales

Understand and use procurement analytics to inform and refine your sales approach, ensuring alignment with procurement practices for improved business outcomes.

The perfect fit for

This course is for sales professionals who want to better understand how procurement works. The main goal is to help salespeople work more easily with their procurement colleagues. By taking this course, they can improve their negotiation skills and close deals with more efficiency, creativity, and ease.

Curriculum structure

Practical. Comprehensive. Game changing.

Understanding Procurement

15 lessons

- Course Introduction
- Module 1 Introduction
- Four things I wish I had known 15 years ago
- Procurement Mentality
- Procurement lessons of Sales Behavior
- What is Procurement?
- How does the Procurement Process Work?
- Real-Life Example of Procurement Process Nestlé
- How is the Procurement department organized?
- What are Procurement targets/KPI's?
- How does Procurement Tender?
- Procurement analytics
- How do we teach Procurement Managers to plot suppliers?
- Linking procurement theory to sales perspective
- Module 1 Wrap-Up

2. The Procurement Process

10 lessons

- Module 2 introduction
- How To Form a Negotiation Strategy
- How to get in your Counterpart's Mind
- Power Balance and how to compare different Negotiating Parties
- Negotiations styles
- Negotiation strategy goal setting
- BATNA
- Carrots and Sticks
- Negotiation team
- Module 2 Wrap-Up

Curriculum structure

Practical. Comprehensive. Game changing.

Negotiation tactics used by procurement professionals

10 lessons

Module 3 Introduction

Ideal negotiation process

The negotiation opening

Reservation price & ZOPA

Principles of persuasion

Questioning & listening skills

Negotiation tactics used by procurement

How to keep track of proposals

Negotiation mistakes

Module 3 Wrap Up

MODULE 1

What you can expect

1. Understanding procurement

This module introduces the fundamental concepts of procurement, including how it works and how procurement departments are organized. You will learn about key procurement targets and KPIs, and how these influence tendering and decision-making. We will also explore procurement analytics and how procurement professionals evaluate and rank suppliers, giving you an idea on how they might approach you.

Through real-life examples like Nestlé's procurement process, you will develop a strong understanding of the procurement mindset, and link it back to optimizing your sales behavior for success.

Content

1. Course Introduction
2. Module 1 Introduction
3. Four things I wish I had known 15 years ago
4. Procurement Mentality
5. Procurement lessons of Sales Behavior
6. What is Procurement?
7. How does the Procurement Process Work?
8. Real-Life Example of Procurement Process Nestlé
9. How is the Procurement department organized
10. What are Procurement targets/KPI's?
11. How does Procurement Tender?
12. Procurement Analytics
13. How do we teach Procurement Managers to plot suppliers
14. Linking procurement theory to sales perspective
15. Module 1 Wrap-Up

MODULE 2

What you can expect

2. How to negotiate with procurement teams

In Module 2, you will learn how to develop and implement effective negotiation strategies when working with procurement professionals. We will cover how to understand the mindset of your counterpart and manage the power balance between different negotiating parties.

You will explore various negotiation styles, set strategic goals, and learn key concepts like BATNA (Best Alternative to a Negotiated Agreement). We will also dive into techniques such as using "carrots and sticks" and the importance of building a cohesive negotiation team.

These skills will empower you to lead negotiations confidently and put together solid strategies.

Content

1. Module 2 introduction
2. How to form a negotiation strategy
3. How to get into your counterpart's mind
4. Power balance
5. Negotiation styles
6. Negotiation strategy goal setting
7. BATNA
8. Carrots & sticks
9. Negotiation teams
10. Module 2 Wrap Up

MODULE 3

What you can expect

3. Negotiation tactics used by procurement professionals

Here you will learn the ideal steps to navigate through a successful negotiation process. We focus on how to open negotiations, set a reservation price, and determine the Zone of Possible Agreement (ZOPA). You will explore powerful persuasion principles, along with questioning and listening skills that are critical to any negotiation. Additionally, you will gain insights into the 12 tactics procurement managers often use and how to counter them effectively.

Lastly, we identify 15 common negotiation mistakes to avoid, ensuring you close deals with confidence and precision. After this module, you will be able to effectively navigate through the negotiation, resulting in improved end results.

Content

1. Module 3 introduction
2. The ideal negotiation process from procurement's perspective
3. Opening the negotiation
4. Reservation price & ZOPA
5. Principles of persuasion
6. Questioning & listening skills
7. Negotiation tactics used by procurement professionals
8. Keeping track of proposals
9. Negotiation mistakes you should avoid
10. Module 3 Wrap Up

Learn in demand skills

Take your career to the next level



Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.



Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.



Personal coach & practitioner community

Contact your personal coach if you need any assistance or input, and collaborate with procurement professionals from around the world.



Our Learning Methodology

Enabling learners to be outstanding

4. APPLY

Learners are given guides and templates so they can walk into their work the next day and apply what they've learned.

Record of proposals template

Record of proposals	Q1/21	Q2/21	Q3/21	Q4/21
EBIT	14,100	12,28	14,50	13,90
Volume discounts	1.5%	2.0%	1.75%	2.6%
Supplier discounts	80,000	150,000		100,000
Logistics costs	30	40	65	
Production	500	400	Medium	500
Customer / op	1,000,000	1,000,000	1,500,000	1,500,000
Production	8	8	10	10



1. TELL

Learners understand facts, concepts, processes, and learn best practices.



2. SHOW

Learners see examples to bring the concepts to life.

THE PROBLEM

1. Security of supply is gone

Inflation, Energy prices, Global warming

Including more problems:
- War
- Covid-19

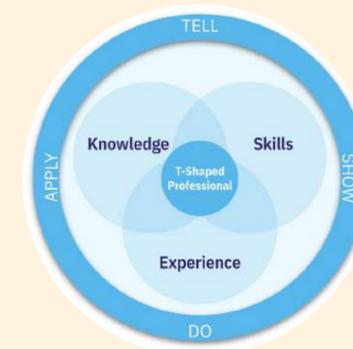
2. EBIT under pressure

Procurement is the main driver for EBIT. Procurement leaders are facing one of the toughest market environments of their careers.

- A combination of macroeconomic factors: trade policy shifts, workforce scarcity, have upended long-running trends that have benefited the global economy for several decades.

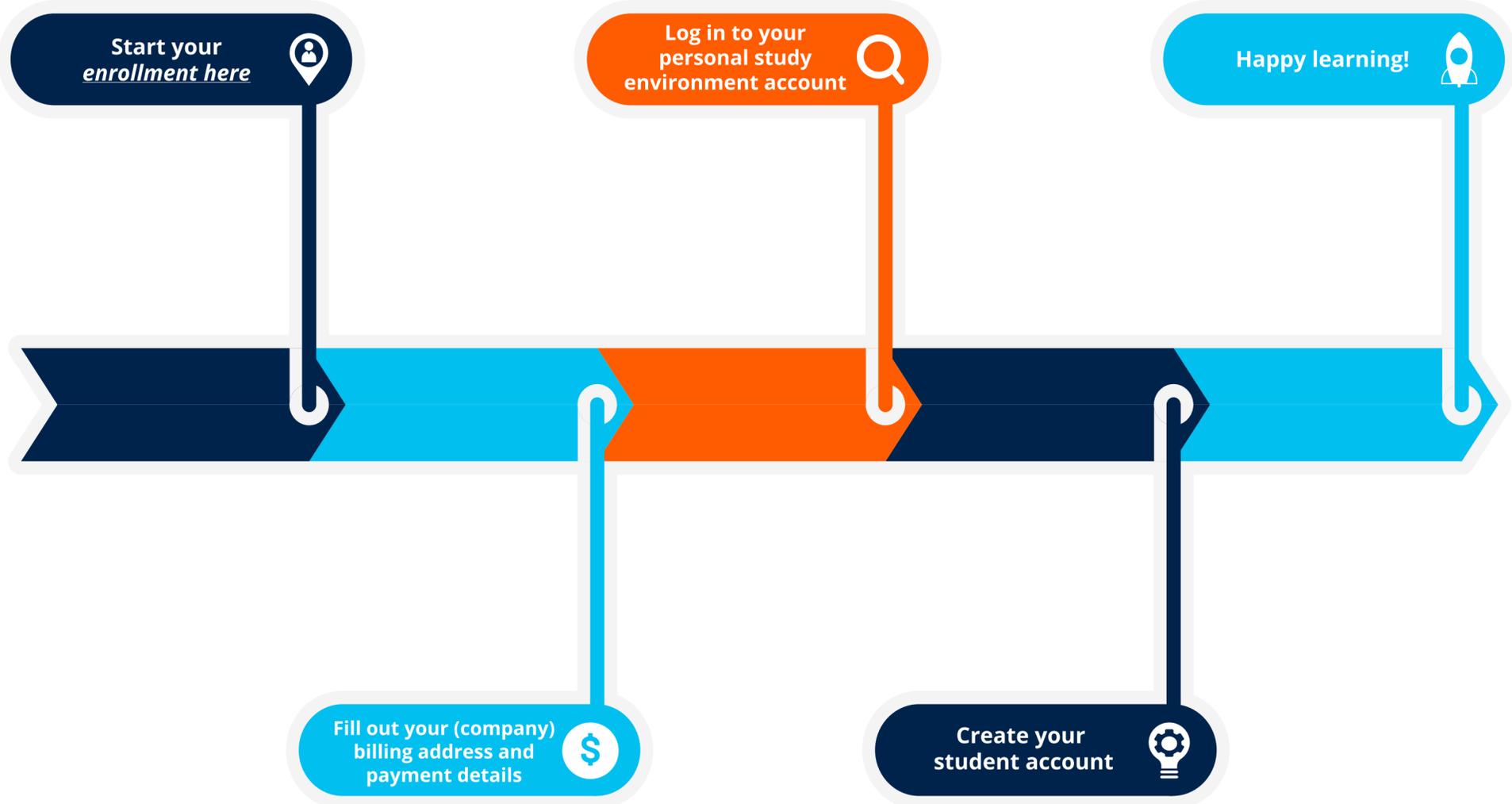
3. DO

Learners practice skills and concepts through hands-on activities and case studies.



How to enroll

Enroll today



Customers give us an average rating of 9.7 out of 10.

"Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



Jason de Gan, Supply Chain & Sourcing Leader at NRG

