# Advanced Global Sourcing and Negotiation Strategies Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PSC1972_282386

## Course Introduction / Overview:

In today's interconnected global economy, the ability to source materials and services internationally while negotiating effectively is no longer a competitive advantage but a fundamental necessity for organizational survival and growth. This course provides a comprehensive framework for mastering the dual disciplines of global sourcing and strategic negotiation. It moves beyond basic procurement principles to explore the intricate dynamics of international markets, supplier relationship management, and cross-cultural communication. As highlighted by Dr. G. Richard Shell in his seminal work, "Bargaining for Advantage: Negotiation Strategies for Reasonable People," successful negotiation is a blend of art and science, requiring both analytical rigor and interpersonal finesse. This program, offered by BIG BEN Training Center, is meticulously designed to equip participants with the advanced tools and strategic mindset needed to navigate complex global supply chains, mitigate risks, and secure optimal value. We will delve into sophisticated cost analysis models, ethical sourcing considerations, and the psychological tactics that underpin successful deal-making, ensuring you can build resilient, sustainable, and profitable international partnerships.

## Target Audience / This training course is suitable for:

- Procurement Managers and Directors.
- Sourcing Specialists and Analysts.
- Supply Chain Managers.
- Contract Managers and Administrators.
- Senior Buyers and Purchasing Agents.
- Operations Managers.
- Project Managers involved in procurement.
- Business Owners and Entrepreneurs.
- Commercial and Sales Directors.
- Finance professionals involved in procurement decisions.

## Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- Technology and Telecommunications.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Energy, Oil, and Gas.
- Construction and Engineering.
- Logistics and Transportation.
- Governmental bodies and public sector organizations.
- Financial Services and Banking.

## Target Organizations Departments:

- Procurement and Purchasing Department.
- Supply Chain Management Department.
- Operations and Production Department.
- Contracts and Legal Department.
- Finance and Accounting Department.
- Project Management Office (PMO).
- Strategic Planning Department.
- Logistics and Distribution Department.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement a robust global sourcing strategy aligned with organizational goals.
- Conduct comprehensive market analysis to identify and evaluate potential international suppliers.
- Master the complete strategic sourcing process from RFx development to supplier selection.
- Utilize Total Cost of Ownership (TCO) models to make informed procurement decisions.
- Prepare and plan for complex negotiations by defining objectives, BATNA, and ZOPA.
- Apply advanced negotiation tactics and counter-tactics in diverse business scenarios.
- Navigate cross-cultural communication challenges in international negotiations.
- Draft and manage effective international procurement contracts.
- Build and maintain long-term, strategic relationships with key global suppliers.
- Identify, assess, and mitigate risks associated with global supply chains.
- Integrate ethical and sustainable practices into the global sourcing framework.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that theoretical knowledge is translated into practical, applicable skills. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. We utilize a blend of expert-led presentations, real-world case studies from various industries, and interactive group discussions that encourage peer-to-peer learning and the sharing of diverse perspectives. A significant portion of the course is dedicated to hands-on exercises, including negotiation role-playing simulations that mimic complex global sourcing scenarios. These simulations provide a safe space for participants to practice new tactics, receive constructive feedback from the instructor and peers, and refine their strategic approach. We will also use problem-solving activities and strategic planning workshops to tackle challenges related to supplier evaluation, risk management, and contract development. This immersive approach ensures that participants leave the course not just with new knowledge, but with the confidence and competence to apply it directly to their professional roles.

## Course Agenda (Course Units):

### Unit One Foundations of Modern Global Sourcing

- Introduction to global sourcing and its strategic importance.
- Analyzing the benefits and challenges of sourcing internationally.
- Global market intelligence and opportunity analysis.
- Understanding the impact of geopolitical factors on supply chains.
- Developing a strategic sourcing framework for your organization.
- Key performance indicators (KPIs) for measuring sourcing success.
- The role of technology and digitalization in modern procurement.

### Unit Two The Strategic Sourcing and Supplier Management Process

- Step-by-step guide to the strategic sourcing cycle.
- Techniques for identifying and pre-qualifying potential global suppliers.
- Crafting effective Request for Information (RFI), Proposal (RFP), and Quotation (RFQ) documents.
- Conducting rigorous supplier evaluation and selection.
- Implementing Total Cost of Ownership (TCO) analysis.
- Supplier auditing and site visit best practices.
- Onboarding new suppliers and setting expectations.

### Unit Three Core Principles of Strategic Negotiation

- Understanding different negotiation styles and approaches.
- The critical role of preparation and planning in negotiation.
- Defining your Best Alternative to a Negotiated Agreement (BATNA).
- Identifying the Zone of Possible Agreement (ZOPA).
- Mastering effective communication, questioning, and listening skills.
- The psychology of persuasion and influence in negotiations.
- Building rapport and trust to facilitate positive outcomes.

## Unit Four Advanced Negotiation and Cross-Cultural Dynamics

- Advanced negotiation tactics, strategies, and countermeasures.
- Techniques for managing difficult negotiators and resolving deadlocks.
- Understanding the impact of culture on negotiation styles and ethics.
- Developing cultural intelligence (CQ) for international business.
- Navigating legal and contractual nuances in international agreements.
- Multi-party and team-based negotiation strategies.
- Leveraging power dynamics and information asymmetry.

## Unit Five Post-Negotiation, Risk Management, and Ethical Sourcing

- Effective contract management and administration.
- Developing a robust Supplier Relationship Management (SRM) program.
- Monitoring supplier performance and driving continuous improvement.
- Identifying and assessing risks in the global supply chain.
- Developing risk mitigation and contingency plans.
- Principles of ethical and sustainable sourcing.
- Course review, key takeaways, and personal action planning.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of increasing geopolitical instability and supply chain disruptions, how can a purely cost-driven global sourcing strategy be reconciled with the need for resilience and ethical procurement?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a deeply integrated and holistic perspective on global procurement, treating sourcing and negotiation not as separate functions but as two sides of the same strategic coin. While many programs focus narrowly on either the logistical process of sourcing or the tactical skills of negotiation, this training course weaves them together, demonstrating how decisions in one area directly impact outcomes in the other. We move beyond generic theories to immerse participants in the complexities of real-world, cross-cultural scenarios. The curriculum places a strong emphasis on strategic thinking, encouraging participants to analyze the long-term implications of their procurement decisions on organizational resilience, sustainability, and supplier relationships. Rather than just teaching participants what to do, we focus on developing the critical judgment to know why and when to do it. The practical simulations and case studies are specifically designed to mirror the pressures and ambiguities of international business, ensuring that the skills learned are not just theoretical but are immediately applicable and robust enough to withstand the challenges of the modern global marketplace.