

CULTURAL CHANGES => A SURVIVAL ISSUE

● YESTERDAY:

:

- ⇒ **TELEX**
- ⇒ **MAIL (LETTERS)**
- ⇒ **TYPING MACHINES**
- ⇒ **WRITTEN REQUESTS**
- ⇒ **RETAIL PURCHASING**
- ⇒ **PERSONAL MEETINGS FOR EACH PURCHASE / SALE**
- ⇒ **LARGE NUMBER OF STAFFERS**
- ⇒ **TYPED PURCHASING ORDERS**
- ⇒ **HIGH INFLATION**
- ⇒ **LOCAL MARKET**
- ⇒ **WORKING ISOLATED**
- ⇒ **VERY LITTLE AUTONOMY**

- ⇒ **NO PURCHASES WITH PAYMENT IN CASH**

CULTURAL CHANGES => A SURVIVAL ISSUE

● TODAY:

- ⇒ **FAX**
- ⇒ **INTERNET (INTRANET, EXTRANET)**
- ⇒ **E-MAIL**
- ⇒ **EDI (ELECTRONIC DATA INTERCHANGE)**
- ⇒ **INTEGRATED COMPUTERS – SOFTWARE**
- ⇒ **WHOLESALE PURCHASING**
- ⇒ **LESS PERSONAL CONTACTS**
- ⇒ **REDUCED STAFF**
- ⇒ **LOW INFLATION**
- ⇒ **GLOBALIZATION**
- ⇒ **PURCHASES WITH PAYMENT IN CASH (UP TO US\$1000)**
- ⇒ **PURCHASING CARD**
- ⇒ **ISO-9000, ISO-14000**
- ⇒ **BENCHMARKING**
- ⇒ **GREATER AUTONOMY**
- ⇒ **TEAM WORK (INSIDE AND OUTSIDE OF THE COMPANY)**

THE NEW BUYER

◆ YESTERDAY :

- **CENTRALIZING**
- **SPECIALIZED**
- **NO KNOWLEDGE OF A SECOND LANGUAGE**
- **REMAINS FIXED AT HIS WORKPLACE**
- **VIEWS ONLY THE ITEM BEING PURCHASED**
- **REACTIVE**
- **ISOLATED PURCHASES**

THE NEW BUYER

◆ TODAY :

- **DECENTRALIZING**
- **NOT (NECESSARILY) SPECIALIZED**
- **MASTERY OF DESKTOP COMPUTERS**
- **BILINGUAL**
- **VERSATILE**
- **VISITS SUPPLIERS, TRADE FAIRS, ETC.**
- **VIEWS THE PROCESS INVOLVING THE PURCHASE**
- **PROACTIVE**
- **SEARCHING NEW OPTIONS / OPPORTUNITIES**
- **JOINT PURCHASING WITH THE REQUESTING PARTIES, ETC.**
- **JOINT PURCHASING WITH OTHER COMPANIES**
- **JOINT PURCHASING WITHIN YOUR COMPANY FOR SEVERAL COUNTRIES**

BUYERS VS. NEGOTIATORS

→ VIEWPOINT OF BUYER:

➔ *PUT INTO ACTION BY A REQUEST*

➔ *FOCUSED ON THE ITEM BEING PURCHASED*

➔ *LIMITED VIEW*

➔ *NEGOTIATING FOR THE SHORT TERM*

BUYERS VS. NEGOTIATORS

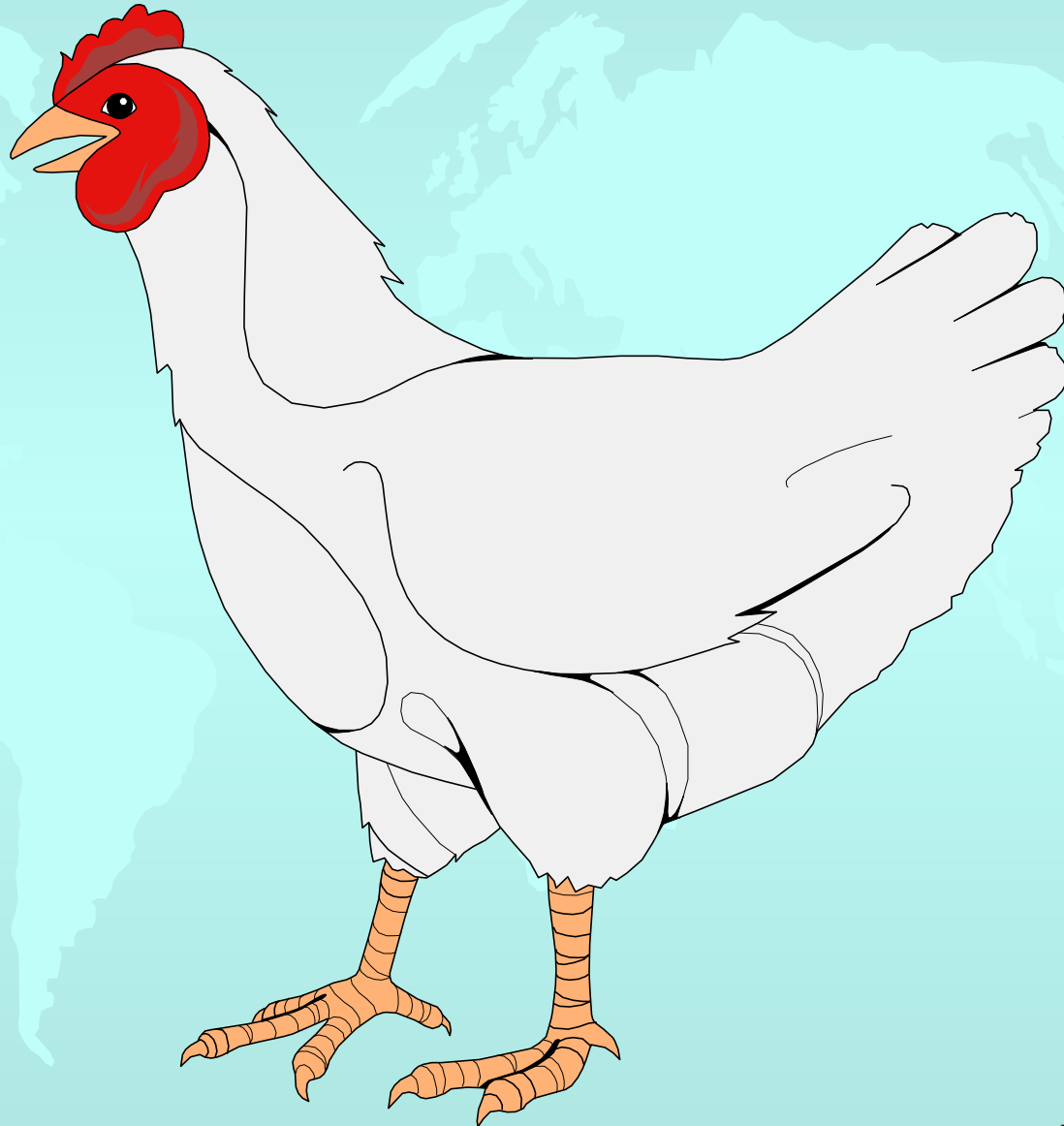
■ VIEWPOINT OF NEGOTIATOR:

- ➔ *WILL NOT NECESSARILY BE PUT INTO ACTION (INITIALLY) BY A REQUEST (IN SEARCH OF OPPORTUNITIES)*
- ➔ *FOCUSED ON THE PROCESS*
- ➔ *BROAD VIEW*
- ➔ *NEGOTIATING FOR THE LONG TERM*

ASSOCIATIONS – A ROAD TO DEVELOPMENT

- ◆ ***CONSTANT BENCHMARKING WORK***
- ◆ ***PARTICIPATING IN ASSOCIATIONS***
- ◆ ***JOINT WORK / SHARING THE WORK***

BUYER



NEGOTIATOR



Vital Martins Filho



T H A N K Y O U

VITAL MARTINS FILHO

MARCH/1998

MISSION