

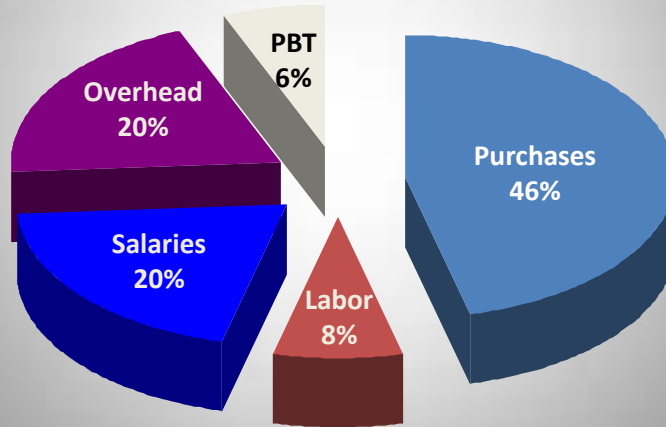
## Cutting-Edge Negotiating Techniques

New ways to use the Internet to  
drive down Purchasing costs

**HOW IMPORTANT IS PURCHASING TO  
OVERALL PROFITABILITY?**

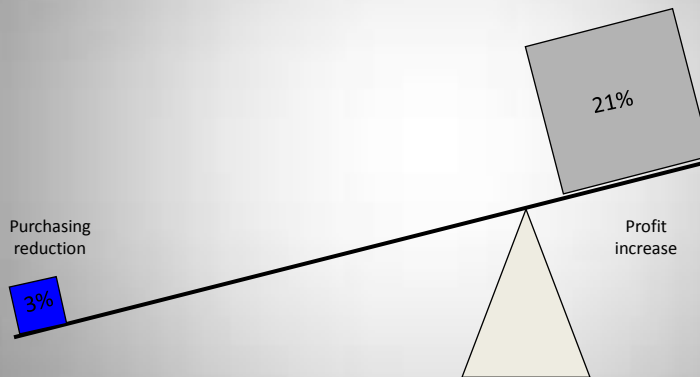
**YOU MIGHT BE SURPRISED**

## Purchasing accounts for the biggest part of most manufacturers' P&L.



Source: U.S. Department of Commerce and Statistics Canada

## The **PROFIT LEVERAGE** in Purchasing is remarkable



Typically a 7:1 ratio

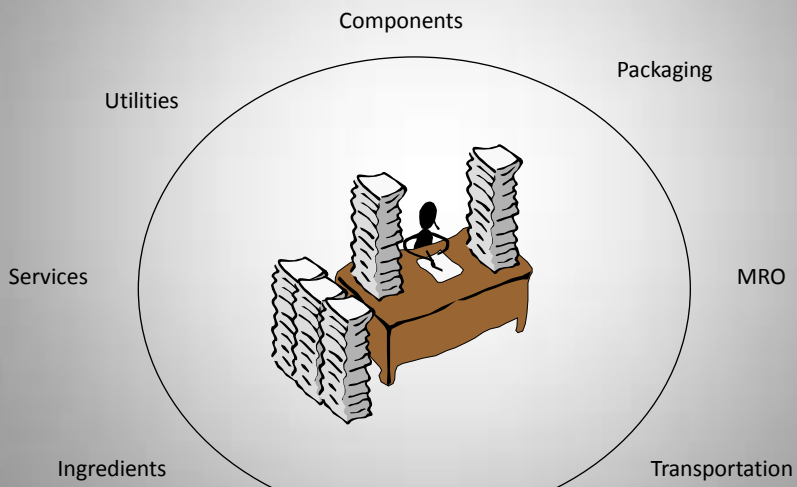
How difficult is it to save 3%?

Not very, usually.

And so it only makes sense that  
Purchasers choose to focus  
most of their efforts monitoring  
the marketplace and preparing  
for negotiations with suppliers.

# Purchasing is a very busy profession

## Purchasers need to keep track of many things



SO WHAT REALLY HAPPENS?

Suppliers call to raise prices

It's not really feasible to bid everything you buy every year.

Relationships of confidence and trust usually build

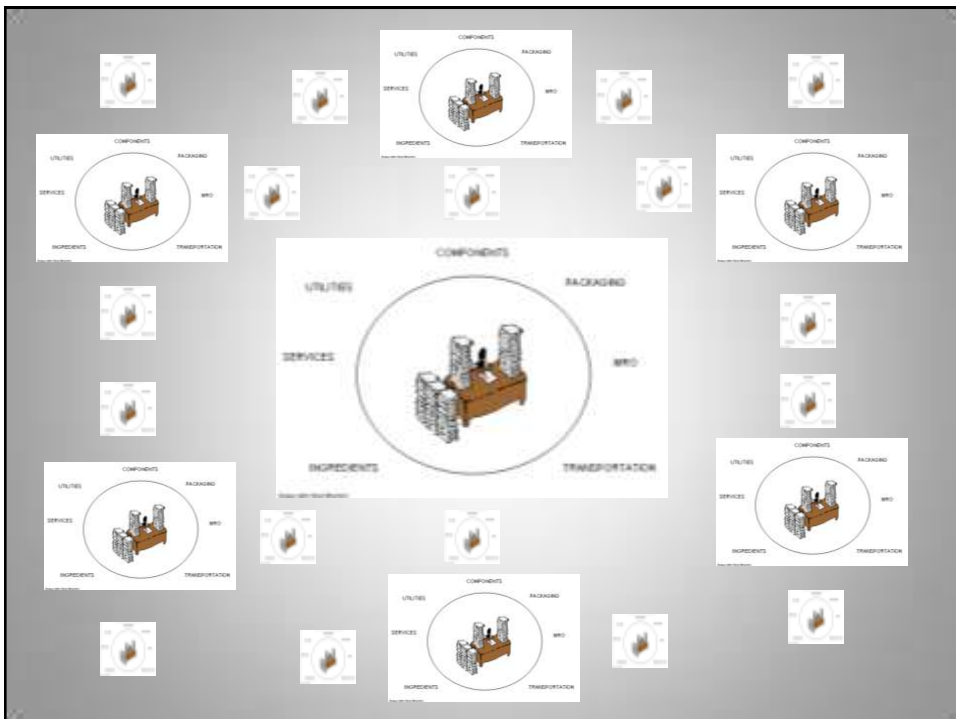
It's career suicide to shut down a  
production line.

So what is a Purchaser to do?

Before answering, there is one more  
fact to consider

If you think Purchasers are busy now,

imagine their jobs with  
supplier cost tracking



# THE WAY FORWARD

*Enter the Internet*



with its unique capabilities

**The first technology ever invented  
where**

***INFORMATION***

***CAN SEEK OUT***

***PEOPLE!***

***Moreover***

***You can organize and filter information***

***To meet your personal requirements***

**The perfect tool  
for busy people**

This is nothing short of a  
**Purchasing Knowledge Revolution**

