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CUTTING EDGE NEGOTIATING TECHNIQUES:  
NEW WAYS TO USE THE INTERNET  
TO DRIVE DOWN PURCHASING COSTS

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There is a revolution happening in the supply chain profession: a revolution powered by the Internet. And those who join it are gaining a clear advantage at the negotiating table with suppliers.

The Internet can be used to track suppliers' input costs, which certainly puts Purchasers in the driver's seat when these costs go down. Moreover, on-line tools now exist that quickly transform these data into actionable information, boosting Purchasers' negotiating leverage and driving down prices paid.

You are invited to join us at the September World Summit to hear Rod Sherkin, president of Propurchaser.com (and former Vice President of Supply Chain for Pillsbury). He will explain how some of the best practitioners in our profession focus their efforts when preparing for supplier negotiations.

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**Mr. Sherkin** is a graduate industrial engineer extensive experience in both senior management and consulting. His management experience includes fifteen years as the senior executive responsible for Purchasing for Pillsbury and later, Ball Packaging. His consulting career has focused on Purchase Cost Reduction for a wide variety of clients including: Fomo Products USA Inc., Adjusta-Post Inc., Best Foods, Broan-NuTone, Androcan Inc, Allanson International Inc., and Moosehead Breweries, to name a few.

Mr. Sherkin is a recognized expert in his field, writing often on the subject of improving Purchasing practices. He has been published in a wide range of magazines including: The Michigan Manufacturers Association journal (Enterprise), IVEY Business Journal, Alliance of Manufacturers' and Exporters, CAmagazine, Plant to name a few, He speaks frequently on this subject and has presented to a variety of organizations such as: NAPM (Detroit and Houston), Production and Inventory Control Association of Cleveland, The PMAC, York University, and The Durham Region Manufacturers Association to name a few.

Rod is also the founder of the web site "Propurchaser.com", a website based on the "Information equals Leverage" principle. It uses the internet to put actionable information into the hands of Purchasing professionals to help them drive down costs.