



aic. AUTOMOTIVE
INTELLIGENCE
CENTER

5th
EDITION

KAM Key Account Manager Programme

How to get price
increases in the context
of the current crisis

Supplier-Friendly
Contracts? The
David/Goliath Challenge
for Auto Suppliers

Extra topic: Special
aspects in times of Supply
Chain problems, Cost
increases and the threat
of Inflation

OCT. 3rd-4th-5th-6th. 2023

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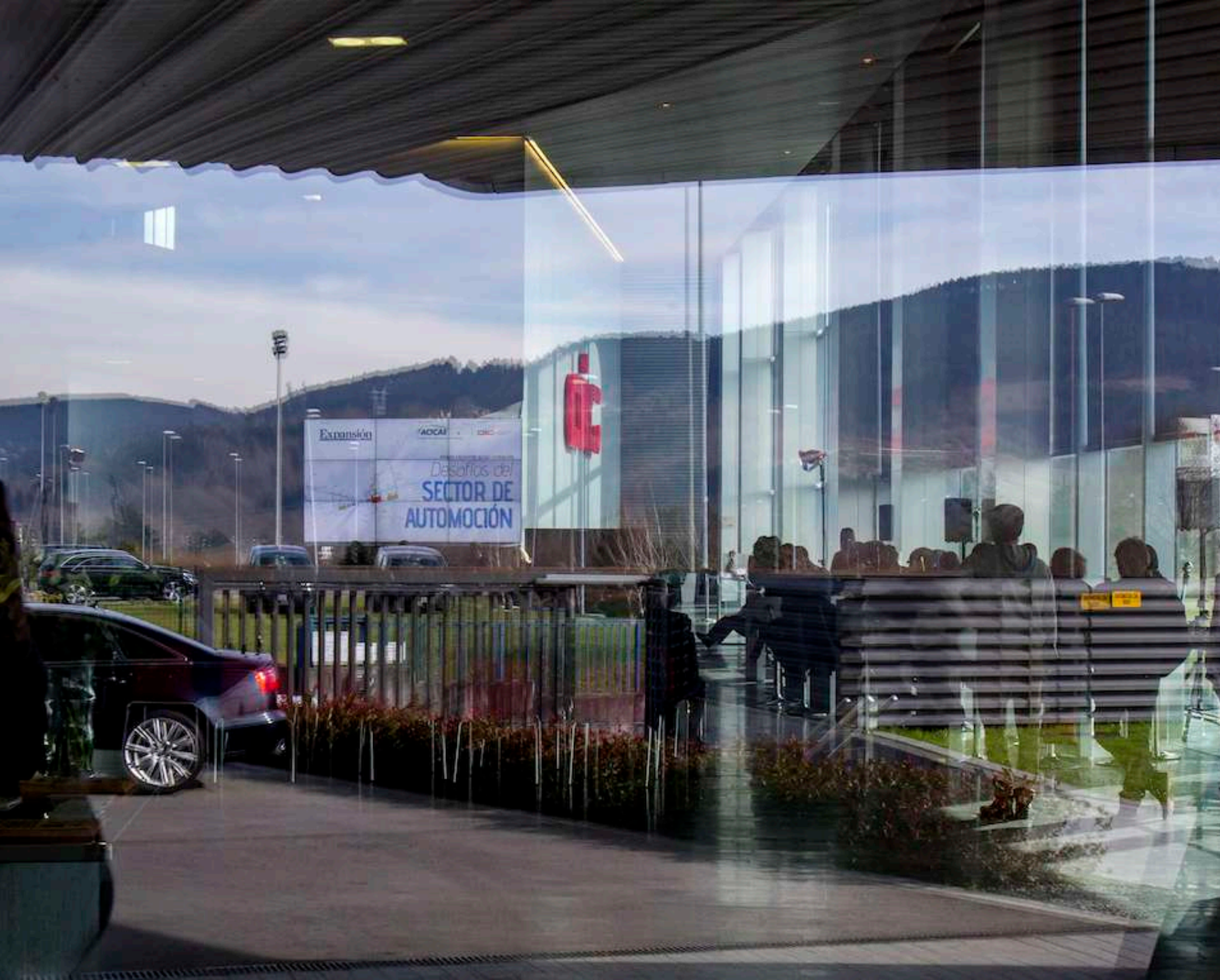
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KAM DDDOCDAMME
GUARANTEE YOUR NEGOTIATION



Introduction

The drastic changes that are happening in the world are affecting the entire buying and selling strategy of automotive components.

The **KAM-KEY ACCOUNT MANAGER** Advanced Programme seeks to **provide** an understanding of the OEMs and TIER 1s' requirements in order to **develop** a successful price negotiation strategy in this new context.

The goal is to help professionals **gain the necessary skills** to work with OEMs and TIER1s and to achieve the best conditions in the negotiation of their contracts, in the context of the current crisis..



Goals

- **Understanding** the purchasing strategies of OEMs and Tier1s and the interests of buyers.
- **Developing** tactics to relieve the pressure in the negotiation of prices until reaching a beneficial final agreement.
- **Acquiring** knowledge, skills and abilities for conflict prevention, management and resolution.
- **Learning** about aspects of psychology in order to apply them to the negotiation.
- **“David and Goliath” contracts:** How to translate the results of a negotiation into a supplier contract.



MORE THAN 70 PROFESSIONALS HAVE BEEN SUCCESSFULLY TRAINED



Addressed to

- General Directors
- Commercial Directors
- Project Leaders
- Account Managers who deal with clients.
- Any professional who wants to develop his/her skills in order to improve negotiations with its clients.



**DEVELOP AN
EFFECTIVE
NEGOTIATION
STRATEGY**

CONTENT

OF THE PROGRAMME



Content

The key to successful price negotiation lies in the ability to **understand the rules** of the game through **knowledge of OEM and Tier1** needs and of **psychology in communication**. Knowledge of this scenario enables the seller to create appropriate offers and negotiation strategies that can match the interests of buyers with the need for fair margins for their business.

The programme provides extensive help to professionals to develop skills **aimed at securing the best conditions when negotiating prices with customers**.

In addition, all types of **cost increases** are covered in the seminar: raw materials, electronic components, energy (electricity, oil, gas), wage increases, logistics (container fees, freight, etc.).

The combination of topics and the depth of the contents make this programme a complete training that is organised in **three levels**: the first level is focused on **understanding the purchasing strategies of OEMs and Tier 1** and the pressure of buyers; the second level aims to **deepen the basic aspects of psychology in communication in order to apply them to the negotiation**; finally, the third level aims to **develop tactics to avoid pressure in price negotiation until a beneficial final agreement is reached**.

Specific Training

MODULE 1 Negotiation

- Price negotiation.
- Common requests for price reductions and their conditions.
- Preparation of the strategy to face a price negotiation.
- New purchasing strategies and supplier selection process.
- The role of the buyer and the balance in the negotiation.
- The power of argumentation and how to reach an agreement.

MODULE 2 Psychology

- Psychology and drama in negotiation.
- How to detect non-compliance with rules, attempts of manipulation and intentional escalation of negotiation drama.
- How to regain control of the negotiation from a weak position.

MODULE 3 Tactics - From Raw Materials to Chips

- Tactics, cost reduction methods and tools to ensure the achievement of objectives and to promote a beneficial agreement.
- This 3rd module also includes lecture/discussion and the development of a guideline for price increase negotiations in the actual difficult situation of the automotive supply chain, as well as practical work by the participants on their strategy for price increases.

Optional

MODULE 4 Strategy / Legal

- Supplier-friendly contracts? A combination of negotiation strategy and legal issues. How to translate the results of a negotiation into a supplier contract. This module includes an ingenious strategic/commercial mechanism for reaffirming "Goliath" commitments, and a clever approach to enforcing and securing such commitments in supplier contracts.
- Extra Content: Highlights in times of supply chain turbulence, rising costs and the threat of inflation.

Professors' panel



Hans-Andreas Fein

Degree in Business Administration. Commercial Diploma

For more than 30 years has been a consultant, coach and trainer for automotive suppliers and equipment manufacturers

Special topics: Key Account Management, vendor strategies and strategies for price negotiations with OEMs



Elke Woertche

Degree in Psychology. Psychiatry Diploma

Active for 30 years as a consultant, coach, trainer and assessor for profit and non-profit companies, for the judiciary and private individuals.

Special topics: Communication techniques, particularly in case of border transgressions, manipulation and inner and external conflicts



Annett Pée

Degree in Law and a Master Degree in European Comparative Law LLM. Eur and a Bachelor in Business Administration, BBA.

Lawyer, Member of the Bar of Saxony, Specialist Lawyer of International Business Law (Bar of Saxony). Working as a lawyer for more than 20 years in Germany and abroad.

Special topics: International contract and law consulting for SME's in the industrial sector in Europe and worldwide

TESTIMONIES

OF THE PROGRAMME

Testimony



Raquel Piñán, Internationalisation Manager, ACICAE



It is a programme with **contents that are completely in line with real situations** that take place between clients and suppliers in their regular negotiations.

The **exchange of experiences between the participants** from the companies is one of the most interesting value propositions of the course, especially considering that **Andreas gets it right with the dynamics he applies to them**: he gets these experiences to be analysed together, thus **widening the angle of view** and, therefore, **identifying successful alternatives to complex situations**.

REGISTRATION

PROCESS



Registration

The programme will be taught in English.

The training will take place at the facilities of AIC- Automotive Intelligence Center (Amorebieta, Bizkaia) on **October, 3rd, 4th, 5th and 6th - 2023**.

Enrolment Modules 1, 2, 3 and 4

AIC/ACICAE Members: 3.300 euros + VAT

General: 4.110 euros + VAT

Enrolment Modules 1, 2 y 3

AIC/ACICAE Members: 2.500 euros + VAT

General: 2.950 euros + VAT

Enrolment Module 4 only

AIC/ACICAE Members: 1.065 euros + VAT

General: 1.360 euros + VAT

10% discount from the second enrolment onwards for organisations registering more than one employee.

10% discount for early registrations: before September, 22th 2023.

Registrations - additional information:

✉ e.sanz@aicenter.eu

ARROW IT

AIC



AIC-Automotive Intelligence Center

We are a **European centre of value generation for the automotive sector** based on a concept of open innovation where companies improve their positioning through cooperation.

Under a market orientation, we offer services that allow **improving the competitiveness of the automotive sector** at a global level, integrating knowledge, training, research, industrial development and new businesses in the same structure.

Currently, **30 organisations and more than 950 professionals** are located in our facilities.



AIC Academy

AIC Academy is AIC's training centre created to improve the qualifications and standards of automotive professionals.

Its activities include the development of specialised courses, advanced programmes and in-company activities, as well as attracting and promoting talent.

It has more than 50,000 mts² of modern facilities where we develop different training activities, with competence centres, electronics laboratories, computer equipment, specialised classrooms, etc.



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Registration – more
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