

## Learning Objectives



Learn how to build a narrative that catches attention and boosts buy-in from the audience.

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- Implement the defined procurement strategies
- Improve your capacity to face and handle objection.

## General information



### Audience

Lead buyers, Category managers, Procurement managers and directors.



### Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

### Modalities



1) Individual selfpaced pre-readings.



2) Participants share objections they want to work on during the session



3) Learning by doing in online or face-to-face classes. Participants progress through situational workshops and role-plays.



### Graduation

Digital certificate of attendance

## Programme of the trainer-led classes



### I. Class 1

- Boost your audience's attention (verbal and paraverbal communication, tips & tricks)
- Role play: Catch me (my attention) if you can
- The art of storytelling
- Workshop: build your story
- Each participant selects a topic to present to the group. The storytelling is created following the best practices seen during the course.

### II. Class 2

- Managing objections: the HALAS method
- Role play: Manage objections, live
- Engage the audience towards next steps
- Role play: Engage your audience with your conclusion



## Self-learning



### Readings

- "The Science of Storytelling: Why Telling a Story is the Most Powerful Way to Activate Our Brains"
- "What Makes a Good Story?"



### Preparatory work

#### Burning issue:

Participants prepare a list of objections to work on during virtual classes.