

VALUE ANALYSIS BUYING PRINCIPLES WHICH
PRODUCTIVE BUYERS MUST MASTER

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Buyer Prerequisite, before learning VA Buying Principles

78-25

Buyer must have three basic beliefs and feelings:

1. Any cost is too high if it can be reduced.
2. Any sales department must sell for the highest price it can get.
3. The Buyer is the "Goalie". His game and job is to keep quality up and price down.

1. Orientation - what is it all about? Part I
2. Learn how to learn and understand the function.
3. Learn the function.
4. Understand the function.
5. Learn how to overcome the retardants to learning and understanding function
6. Learn to understand the retardants to learning "Function Costs".
7. Give credence to information only if it is from the "Best" source.
8. Recognize, identify, and end stoppers and roadblocks.
9. Learn to determine what a function is worth - evaluate a function.
10. Learn valid comparisons for deciding the value of a function.
11. Learn to identify secondary functions and secondary function costs.
12. More Orientation. Part II
13. Learn ^{how} to Buy Functions. Buy Functions.
14. Learn how to buy groups of non-interacting functions.
15. Learn how to buy groups on interacting functions.
16. Learn where to get help on various kinds of purchases.
17. Learn how to learn what the requisitioner really wants.
18. Learn to solicit expertise, to provide a function, not a material or service
19. Profitable buying results from dealing and interacting with people, both in-house and out. Learn what to expect and how to deal with it.
20. Develop real skill in the use of creativity.
21. Develop real skill in using knowledge in negotiating.
22. A "look back" - How well are the Value Buying techniques now being used?

VALUE ANALYSIS PRINCIPLES FOR BUYERS

1. Orientation - What is it all about? Part 1.

- All references, unless otherwise stated are to
"Techniques of Value Analysis and Engineering, 2nd edition,
McGraw-Hill Book Co." Study and understand each.

1. Preface.

2. Pages 1,2 - omit case study, 3,4,5,6 - omit case study.

3 " 13 - beginning "Human Factors", 14,15.

4. " 17 - 1st pgf., 18 - begin "The Approach -" 19, co - 1st 3 lines.

5. " 24 - Summary.

6. " 155 - begin "8-13", 156, 157, 158, 159, 160 - last pgf.

7. " 178, 179, 180, 181.

8. " 235, - 4th pgf.

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2. Learn how to learn and understand the function.

1. Pages 25,26,27,28,29 -"Summary",30.
2. " 111 - "case study",112,113.
3. " 168 - begin "Basic Step -".
4. " 63,64,65,66 - first half.
5. " Purchasing World #4 - "Function Knowledge is Timeless".

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3. Learn the Function.

1. Pages 54 - "Information Step", 55.
2. " 16.
3. " 86 -"Summary".
4. " 138 - "Example 1",139 - "Example 2",140 - "Example 3".
5. " 140 - "Example 4", 145 - "Example".
6. " 167 - "1. Identify function".

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4. Understand the Function.

1. Pages 45,46,47 - top 2/3 of page.
2. " 59 - "Case Study",60 - first pgf.
3. " 6 - "Case Study", 7 - finish "Case Study".
4. " 38 - "Case Study",39,40 - first half.
5. " 109 - "Example 4",110,111 - first half.
6. " 162,163,164 - to "Basic Step 2".
7. Purchasing World # 14.
8. Purchasing World # 18.