

# INCOTERMS® STRATEGIES

Strategic Use of Incoterms® Rules in Purchases and Sales  
8:30 a.m. to 12:00 p.m. - Seminar  
9:00 a.m. to 12:30 p.m. (Central Time) - Webinar



## I.Theoretical Overview

- Buying Italian Shoes
- In 1936
- Freight prepaid and freight collect
- Buyer's and Seller's obligations as a function of Incoterms® Rule
- Incoterms® Rules are shorthand

## II.Review of Individual Incoterms® Rules

- Overview of Incoterms® Rules
- Rules for any mode of transportation
- Rules for sea and inland waterways

## III. APPLICATION OF INCOTERMS® RULES: PART I

- Four groups become two
- Incoterms® rules for domestic use or within customs zones

## IV.APPLICATION OF INCOTERMS® RULES: PART II

- 11 Incoterms® rules, 44 combinations
- Five case studies

## V.NEGOTIATING STRATEGIES AND TACTICS

- Relative advantage buyer and seller as a function of Incoterms® Rule
- Negotiation strategy and tactics for those in sales
- Negotiation strategy and tactics for those in purchasing
- Optimizing landed cost

## VI.CRITICAL POINTS IN THE TRANSFER OF COSTS, RISKS, AND POSSESSION

- RePO® and cost transfer
- Critical points in the transfer of costs/possession and risk

## VII.ADDITIONAL CASE STUDIES

- Use of multimodal Incoterms® rules in ten business models

## VIII.CONCLUSION and Answers

"Incoterms®" is a registered trademark of the International Chamber of Commerce