



Case – New opportunities and increased competitiveness.
Preparing a negotiation strategy facing a strategic supplier.

Process
2 weeks

Client
A leading DIY retailer in Denmark.

Group
Negotiation team of 3 people including procurement director. Financial frame DKK +30 m

Advisor
Christian Bryde-Nielsen

Objective
Prior to a series of central negotiations with select suppliers, Negotiation Company was included as advisor in preparation of the specific frame agreements.

Assignment
As a natural element of the preparation the following elements were prioritised

- Thorough analysis of variables, that historically had been part of negotiations
- Evaluating the negotiation potential
- Identifying variables, that potentially could move forward a negotiation and create value on both sides of the table
- Develop a script for the negotiation including client's and counterpart's interests
- Prepare a communication strategy and agenda for the negotiation
- Agree on internal roles and analyse profiles including both own and counterpart's

Boot Camp + Role play
The duration of the advisory was 2 days. The structure took its point of departure in the team showing up well prepared based on a carefully designed form founded on data from previous negotiations with similar suppliers. The importance of incentive, possibilities, advantages and limitations were identified. Critical evaluation and prioritising own interests were also carried out.

With this structure, a manual for the communication delivered to the supplier before the negotiation, what was communicated during the negotiation and also the development of the negotiation tools from Negotiation Company became the backbone for the role play. Through the use of video, it was possible to analyse what to attach importance to as well as timing regarding words and questions.

Result
The negotiation team significantly improved the financial outcome (2 digits percentage) of the specific negotiation. The team as a group experienced a strong collaboration through the entire negotiation, that was carried out over 3 meetings.

The structure and design have been adopted as a standard procedure in negotiations with contracts more than DKK 10 m.

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