

Overview Playbook

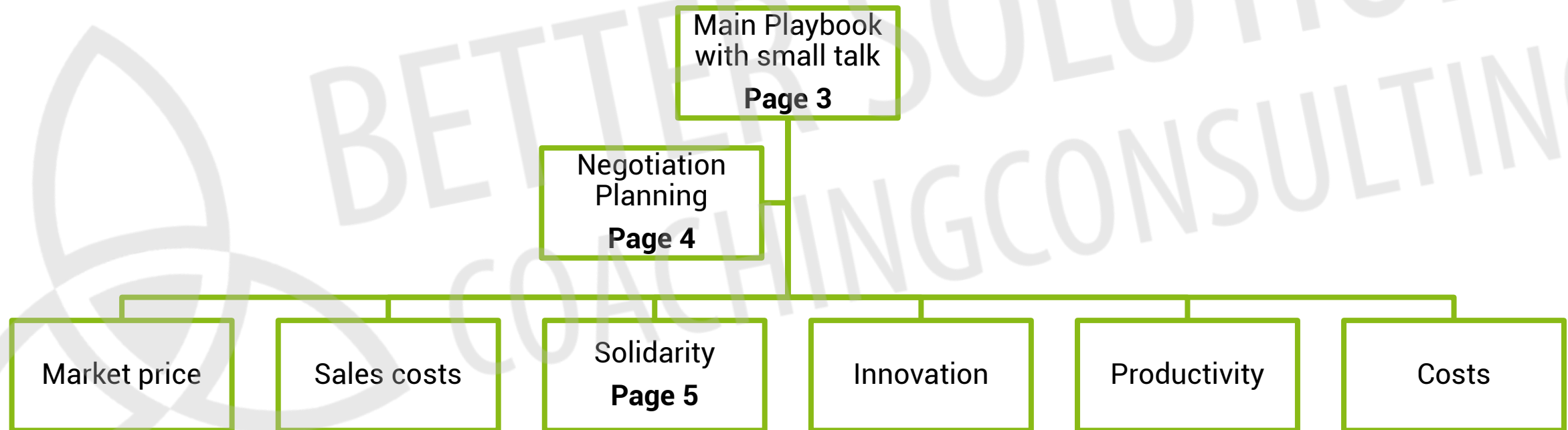
Price Negotiations

from Better Solutions Coachingconsulting GmbH

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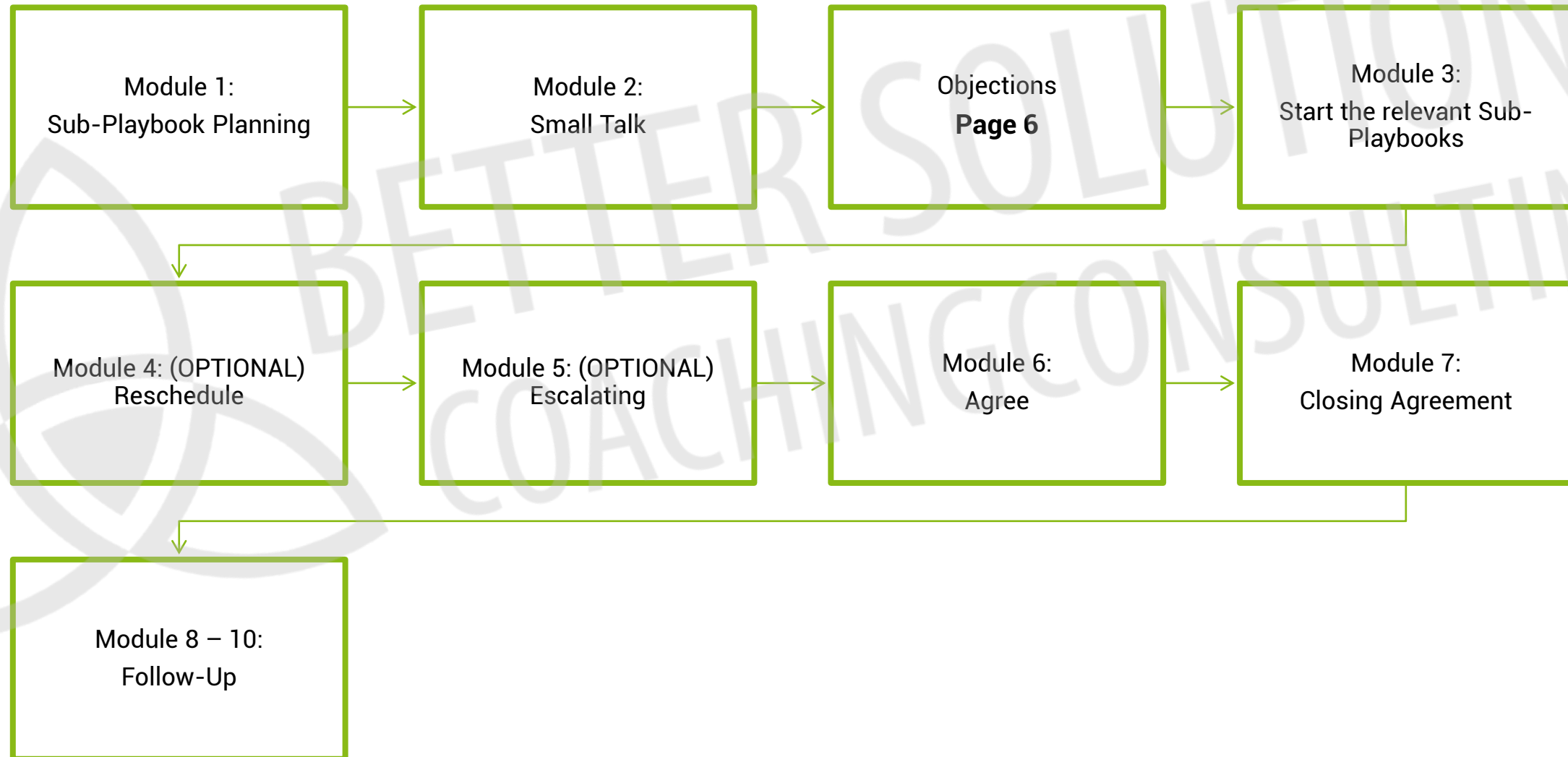
Overview Playbook Price Negotiations*



*Here we offer an insight into the structure and content of our negotiation playbooks. The original version of this playbook on price negotiations contains 34 pages.

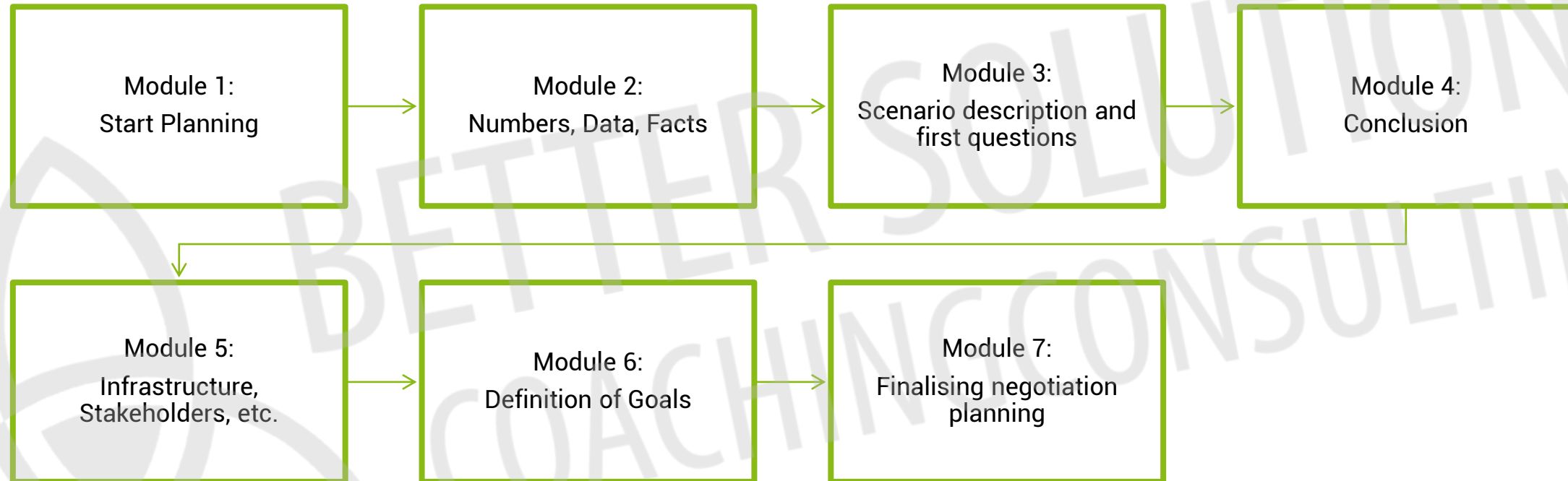
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Main Playbook



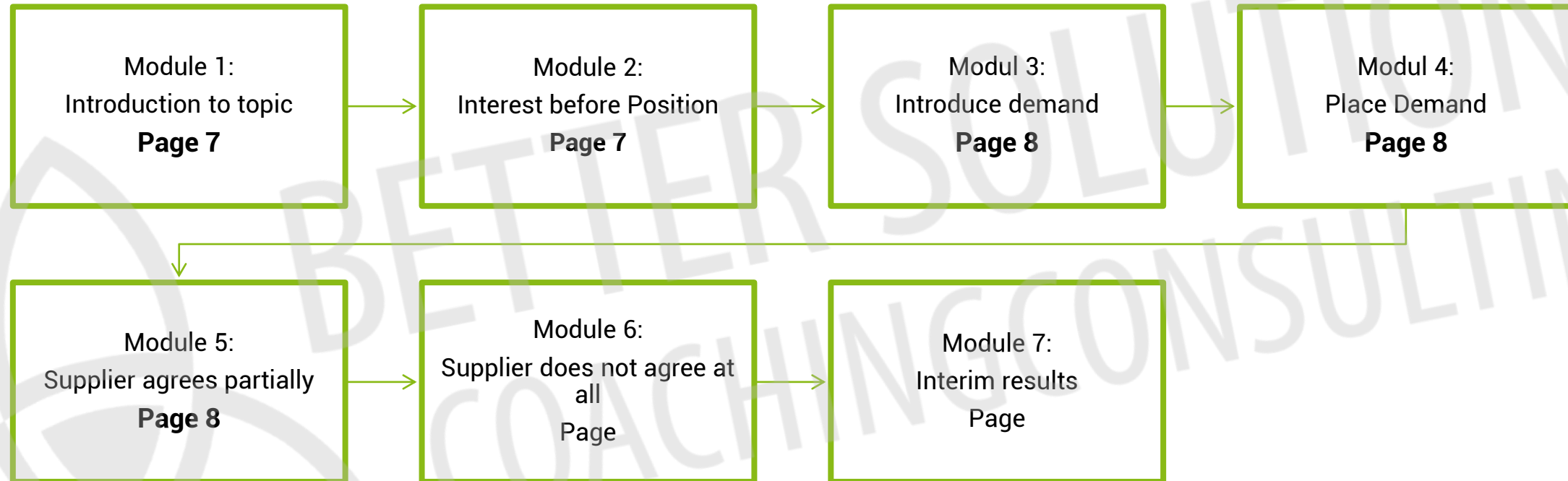
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Sub Playbook Negotiation Planning



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Sub Playbook Solidarity



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Possible Supplier Objections

Objection	Response
<p>You only want to increase your already very good profitability at our expense as a small supplier!</p>	<p>We want to build sustainable relationships. To do this, we have to be profitable and competitive. But to do that, we can also build a sustainable business relationship together.</p>
<p>"We have contractual agreements with a fixed price and it's not correct for you to come up with something like this now."</p>	<p>Unpredictable events may and must be discussed.</p> <p>(customer order): Obviously this is not sufficient for the specific customer project</p> <p>(Customer order): This is additional business for you that you would not get without us, or that has always gone to your competitor.</p>
<p>"If you're renegotiating now because of Corona, I think it's unfair because these are special circumstances right now!"</p>	<p>We discuss this topic with you because we are under pressure ourselves.</p>
<p>"Yes, but let's wait and see: Corona is cleaning up soon. XY% won't matter there anyway."</p>	<p>Global corporations such as Novartis have now introduced home offices without restrictions. Bank Credit Suisse wants to save a fifth of its office space as a result.</p>

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Solidarity 1

<p>Module 1 Introduction to Topic</p>	<p>Market outlook: We think that the crisis will bring changes in the long term. Experience shows that the short-term effects of a crisis are overestimated and the long-term underestimated.</p> <p>Solidarity story..... Chef with 3 stars closed his restaurant (1000 meals per night), stopped renting the place and opened a street kitchen with 3000 meals (from leftovers)/day. etc....If solidarity has an effect on the negotiator, then move on</p>
<p>Module 2 Interest before Position</p>	<p><i>Describe our industry situation: it is expected to take > 36 months to return to normal / pre-crisis levels.</i></p> <p><i>Customer wants a long-term partnership. And this means that burdens of a crisis are at least shared. In the run-up, each negotiator should choose a story about solidarity in advance, with which he can convincingly confront the supplier with the topic of solidarity.</i></p> <p><i>Repeating the solidarity story..... Chef with 3 stars has closed his restaurant (1000 meals per evening), stopped renting the place and opened a street kitchen with 3000 meals (from leftovers)/day. or the nursing staff. etc....</i></p>

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Solidarity 2

<p>Module 3 Introduce demand</p>	<p>We see as your solidarity contribution X% cost reduction (emphasize) ... (pause briefly and speak softly) over the next 20 years.</p> <p>Depending on how the long-term market development looks like (office rents will surely decrease), it may be more favorable for the supplier to give something now - before the pressure of the market. Does it make sense to ask for an annual contribution? Or is it better to reduce this to a one-time payment?</p>
<p>Module 4 Place demand</p>	<p>We need the cost reduction now in order to overcome the crisis together and thus create the basis for long-term, sustainable cooperation and thus the basis for joint growth.</p>
<p>Module 5 Supplier agrees partially</p>	<p><i>Find out what he is willing to do</i></p> <p>If nothing comes at all, signal that he is willing to make concessions.</p>