

case study

Strengthening Sales Teams

Financial Services Multinational in Asia Pacific



approach

value

Sales Director



My Sales teams recently went through Value Negotiation training

We now need to:

- Retain and refine learnings
 ("Keep negotiation top of mind")
- Support application to real deals

How can we better support teams scattered around Asia Pacific?



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- NegoWebinars: online seminars to Sales teams in different countries and time zones
 - Discussed general negotiation skills
 - Shared customized company case studies



2. NegoPrep: assisted preparation for key deals, with geographically scattered teams



See example detailed in following slides



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NegoPrep Case Study: Coached a team to simultaneously renegotiate multiple contracts, while finding ways to save millions of dollars

Diagnosed negotiation challenges, based on the Critical Moments framework, and prioritized focus on two elements:

- 1. Mapping and analyzing key client relationships
- 2. Prioritizing a communication action plan



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1. Mapped and analyzed key client relationships

I've been in this job for 6 months. I don't know your company or your business well.

I used to work for your competitor and never won any work. Though you just helped me with a project, I awarded your competitor their first deal in years.











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2. Prioritized a communication action plan

1 st Improve the relationship 2nd Improve the relationship 3rd
Manage the
competitor bias

4th
Negotiate the
tender process

Share the presentation to get quick inputs & buy-in, and assure recognition





Pre-scheduled meeting: be proactive about the agenda



Create informal environment to discuss (1-on-1) competitor bias











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Established stronger relationships at all levels

- Showed appreciation for junior personnel
- Framed history positively with new big boss



Increased ability to apply Value Negotiation process

- Better understanding of client needs
- Increased confidence of teams in critical deals
- Developed expert negotiators and success deal stories
- Stimulated best practice sharing across teams

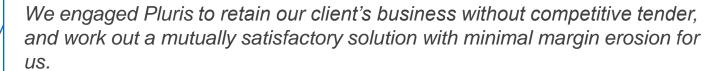


Generated multi million-dollar savings by challenging negotiators' assumptions
Improved ability to identify and pursue opportunities



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They assisted us in **devising a strategy and map out an approach** to the negotiation. **Step by step support** as the negotiation journey unfolded, **was vital**. Pluris helped us re-strategize according to the stage we were in and how the negotiation was progressing.

They were our invisible secret weapon that guided us along the journey to a highly successful win-win outcome. The result saved us millions of dollars in lost value and unnecessary competitive gesturing. We won the contract with no tender, extending it for a year longer than expected, with minimal margin erosion. Such things are unheard of in the normal course of such business bids and was a landmark win for our company.

My conservative estimate as to the impact on the bottom line would be a saving of approximately **US\$3.5 million per year over the 6-year period**. Thus the Return On Investment of using Pluris was extremely cost effective.

The client was also very satisfied with the outcome, which is a true test of the success of this particular negotiation. We could not have achieved this without Pluris help.





We are a consulting firm specialized in **negotiation**, **influencing and change management**. Our mission is to craft **win-win solutions** that maximize value and relationships (even when others deem it impossible).

Client needs

We work with clients globally creating an **impact on business and society**.

We help you challenge assumptions, develop value-creating solutions, and make it happen through solid influencing & change management, while maintaining exemplary ethics and social responsibility.

Practice areas

- · Change Management
- Negotiation & Influencing
- Sales
- Procurement
- Mergers & Acquisitions
- Auctions & Game Theory
- Labor Negotiations
- Dispute Resolution
- Social Impact

Our approach

Strengthen the Team

We **develop the skills** of individuals & teams, through training and coaching.

Our **Immersion Program** engages participants in a series of experiential activities to effectively instill new habits and ensure real life impact.

Facilitate the Process

We assist teams involved in **critical negotiations and change processes** to maximize value. We help map key stakeholders and relationships and strategize ways to influence decisions.

Transform the Organization

We ensure the negotiation, influencing and communication standards are aligned with the **strategic objectives**, **culture & values** of the organization.

Client results

Increased value

- US\$10bn higher value vs. initial bid for large industrial takeover target
- US\$21 million gains in five contracts with a key financial services client
- 10% savings in mining supplier contracts worth 100s of US\$ million
- Fast growth and 5% higher EBIT with better retail supplier relations
- Profitable oil business acquired in a complex multi-round public auction

Effective communication

 Smoother communication enabling 20+ parties in a global NGO to align interests and work together

Enriched relationships

 Transactional supplier relationships transformed into solid partnerships, with a renewed negotiation culture