

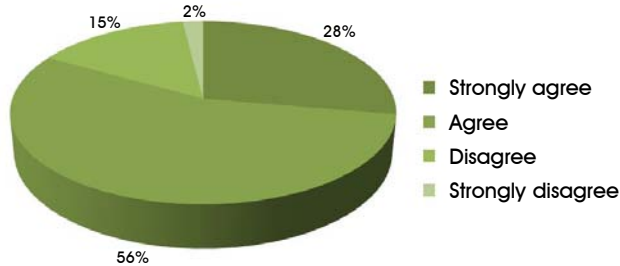
strategies, tactics and skills for negotiating with contractors and distributors



Why this workshop?

"We need to get better at price negotiation"

As part of our survey 'Making Sense of the Downturn', we asked whether the respondents agreed with the above statement. Over 80% agreed!



Some comments included:

"Margin tends to be sector specific – in social housing there is no hope but in hotel refurbishment there are lots of opportunities"

"Our strategy is to look for the customer's Achilles heel and then negotiate price"

"Contractors are the bad boys at the moment – they screw the distributors down in price, rather than talk to them directly. We do need to give them something but that is my decision to know what to give"

The Benefits

- A negotiation strategy that is tailored to the construction market in 2012/13 and beyond
- More professional negotiations
- Better positioning of the company with key customers
- Improved understanding of how cost and price relate to contractors and distributors
- Higher prices secured from specified, open or stock business

The Workshop Content

- The Construction Industry Context for Negotiations
- The Negotiation Cycle
- Investigation – Research and Questioning
- Positioning – Approach, Fear, Risk and Positives
- Developing – Value and the Right Option
- Trade – Concessions, Clawbacks and Commitments
- Application to a Real Negotiation

Venue

Market Harborough
Leicestershire

Price

£345 + VAT per delegate
£315 + VAT for 3+ delegates

Negotiating Better Prices

29 February 2012