### **Henri Davis**

Independent Retail Advisor

'The only thing to do with advice is to pass it on. It is never any use to oneself'.

Oscar Wilde



# Negotiation Skills:

If you Don't Ask you Don't Get



### **Negotiation Levers**

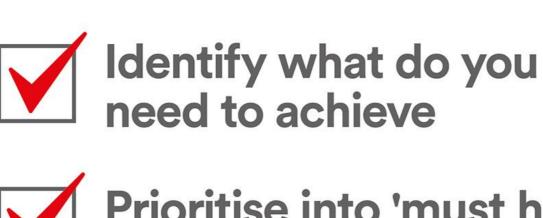


# THE COST OF FREE CARRIAGE How much more do you have to spend on an order to get free carriage? What is the free carriage worth? What will it cost you to clear out that unsold stock at the end of the year?

# What might your supplier want from you?



## How to prepare for a negotiation



Prioritise into 'must have' and nice to have'

What is the ideal and worst outcome

Anticipate what the supplier might be looking for

What would you be willing to give up to achieve what you want

# The negotiation process



# SUMMARY

Identify what you need to achieve from your range in terms of sales, profit and what you have to spend Think through what you need from each product and supplier to be able to achieve this What negotiation levers do you need to use? When and where is the best time to have this conversation?

Prepare

Make your requests clear and simple Note down everything agreed in writing and e mail it through for confirmation.

When you have achieved what you need and the supplier is happy to supply confirm when they will receive the order

# Thank You Any Questions

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