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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

# What is Negotiation?



# Negotiation Levers

smaller quantity  
than the suppliers  
normal min order

Split  
deliveries  
to reduce  
stock  
intake

Free stock for  
tastings or  
samples

Improved  
cost price

Exclusivity



# 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

- 
- Identify what do you need to achieve
  - 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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