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‘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 to get free carriage? £50 at cost, £150 at retail

What is the free carriage worth? £20


What will it cost you to clear out that unsold stock at the end of the year? 50% left £75

So you have spent £125 to save £20

What might your supplier want from you?



How to prepare for a negotiation

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- 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 the sales and profit you need to achieve

What have you got to spend on stock?

What do you need from each supplier to be able to achieve this?

What negotiation levers will you use?

When and where can you negotiate?

Prepare

Make your requests clear and simple

Write down everything agreed confirm this to the supplier

When you have agreement place the order

Thank You

Any Questions

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