#### **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

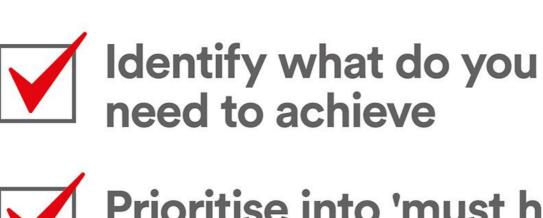
How much more do you have to spend to get free carriage? £50 at cost, £150 at retail What is the free carriage worth? £20 What will it cost you to clear out that unsold stock at the end of the year? 50% left £75

So you have spent £125 to save £20

## What might your supplier want from you?



### How to prepare for a negotiation



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

**Henri Davis** 

T: 0797 4241209

E: henri\_davis@blueyonder.co.uk

Twitter: henridavis1

**Linked In: Henri Davis** 

www.henridavis.co.uk