

# Is your team empowered to maximize price negotiations?

## *The Challenge:*

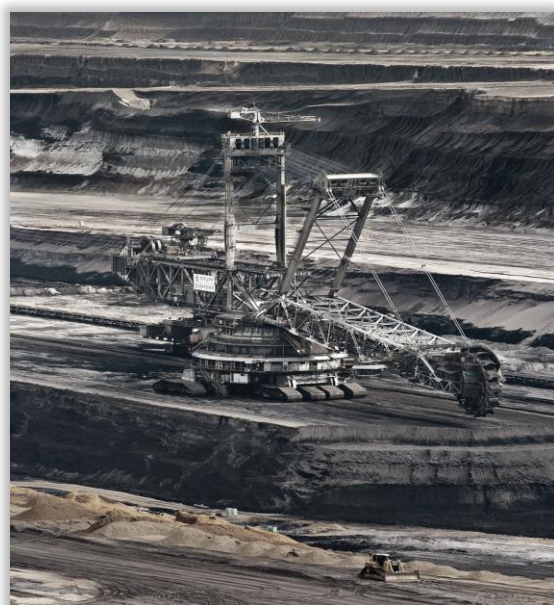
A mining services and equipment provider was facing:

- Rising costs from inflation
- An urgency to maximize price position
- Increasingly more sophisticated buyers
- Rising procurement negotiations
- Eroding value with customer relationships

Also, the sales team had a large range of experience and confidence levels, especially when negotiating in their industry and environment.

## *The Solution:*

- Conducted surveys and in-depth interviews with the sales team to understand current state, pain points, and experience.
- Built a centralized negotiations toolkit that contained account preparation, scorecards, and trackers for customer conversations.
- Led a negotiation workshop, that empowered the sales organization to make smart pricing and commercial decisions. This included negotiation mindsets, tailored techniques and tactics, and live simulations to build muscle memory and confidence for any scenario.

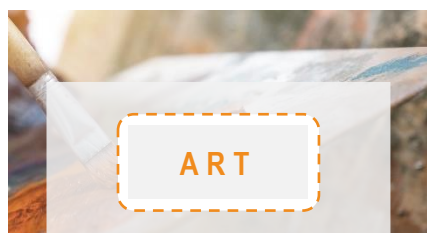


## *The Results:*

The Client saw an increase in knowledge and confidence with price and commercial negotiations.

**\$17M captured** from price changes

**93% of survey respondents** found the workshop valuable.



### ART

- Gaining confidence
- Earning transparency
- Non-verbal cues
- Underlying needs
- Disarming methods



### SCIENCE

- Preparation
- Mapping relationships
- Brain chemistry mastery
- Strategies and tactics
- Word choice

→ **Elevate your Price Negotiations**