

The Better Deal Scan.

This scan was developed to help you establish and increase the effectiveness of negotiations with customers. The outcomes offer specific starting points for a substantial improvement in the negotiating results of your organisation with a sustainable impact on the relation with the customer. Do not reflect too long on the answer and above all, be honest to yourself.

Better Deal Scan – preparation	Inadequate	Adequate	Good
1. Objective. We set the negotiating objective for each customer (SMART) and we selected the drivers with which to achieve them			
2. Customer interests. We know the one-pager of the buyer, their objectives as well as the interests underlying the requests.			
3. Variables. We have clearly defined our negotiating variables and know their value (€), both for us and for the customer.			
4. Investments. We have linked our investments to the value components and negotiating variables.			
5. Financial. We have a financial plan for each customer (worked out on 1 A4 sheet).			
6. Opening proposal. We have worked out an ambitious opening proposal, created scope for negotiation and identified specific steps in order to reach our final objective.			
7. Gives & Takes. We have a clear idea of the follow-up steps we will take based on the exchanging of variables.			
8. BAWA. We have worked out an alternative plan in case we fail to reach an agreement.			
9. Power statements. We have thought of the power statements the customer will use to reinforce their requests and how we will counter them.			



Skills and mind-set. In their contact with customers our commercial professionals ...	Inadequate	Adequate	Good
... act as an equal partner in discussions			
... are able to create the right climate for a constructive dialogue			
... are able to take and maintain control during the negotiating process			
... think from the perspective of the customer			
... are able to steer clear of arguments and tie in with the essential interests of the customer			
... are able to listen well, ask further questions and summarise what is said			
... know how to convey their message/plan in a concise and clear manner			
... are able to request and receive the right return favours			
... are capable of acting adequately in response to unreasonable questions and requests from customers			
... have the patience to wait for the right time to close a deal			
... make clear and transparent agreements			
... have received intensive training in order to be able to get the most out of the negotiations.			

What are key areas where we still have work to do?

1. _____
2. _____
3. _____

What are key skills we want our commercial professionals to develop?

1. _____
2. _____
3. _____

General questions:

How have the negotiations proceeded in the past three years?

Have the negotiating objectives been achieved?

In what climate did the negotiations take place?

What are the recurrent patterns?

How is the mutual trust?

How important are we to the customer?

How important are they to us?

What can you say about the contact person(s)?

To what extent do they use Dirty Tricks?

Any other comments?