

SUCCESSFUL PRICE INCREASE NEGOTIATIONS WITH MAJOR CUSTOMERS

A 1-day (or 2 x ½days) training programme designed to significantly increase your chance of success in major price increase negotiations.

- Where:** Delivered online in 2 x 3.5-hour sessions on consecutive days, OR 1 day in-person depending on requirements and subject to industry covid guidelines.
- Aimed at:** Senior Account Managers and Commercial / Sales directors with responsibility for achieving successful price increase negotiations at Head Office level in Grocery, Foodservice and Hospitality channels. Also. Senior Commercial Finance people assisting the commercial team.
- Trainer:** FXL

Training Objectives

- Provide participants with a negotiation philosophy and approach that significantly increases their chances of success in major price increase negotiations
- Demonstrate a methodology of identifying the most appropriate negotiation strategy that can deliver a win: win outcome and maintain customer relationships at a positive level.

Proposed Programme Content

- Creating the conditions internally to build a creative negotiation strategy and a creative price increase implementation strategy.
 - Includes the use of BATNA tool (Best Alternative to Negotiated Agreement).
 - Mapping out the process with lead times from initial notification to final implementation.
 - Strategies for Buyer communication...what to say and when.
 - Strategies for consumer communications and handling of promotional pricing around price increase time
- What level of financial preparation is required to survive a forensic dissection of the rationale for the price increase and buyer challenges, including:
 - the current rising cost environment.
 - breakdown of the cost increase for each element of the total cost of your product.
 - cost to the company for each week's delay and value to you and the customer for applying the Price Increase
- Managing the process and the relationship include customer administration requirements and timelines
- Impact of Price Increase on existing arrangements, e.g., around promotions and aspects of the Joint Business Plan
- The use of Revenue Growth Management strategies to achieve the desired financial outcome from price increase negotiations

- The use of Optimum (O), Desirable (D), and Essential (E) values on the negotiation variables to map out the negotiation arena in advance of the negotiation and the negotiation presentation and tactics during the negotiations

Price:

Programme available as open course or delivered in-company

- **Open Course - €150 per participant**
 - Non-members - €250 per participant
- **In-company - €1,050 per company**
 - Non-members - €1,500 per company

To book your place, or for more information, contact Mark Skinner on (01) 6051615
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