



Negotiating with Retailers E-learning Course



Martec International

Martec International is a leading provider of data, industry knowledge and insight on retailers, consumer goods companies and other suppliers to retail, especially technology companies.

Our customers include:

- Retailers
- Consumer Goods companies
- Technology suppliers to retailers and consumer goods companies
- Marketing services companies that promote services to retailers and consumer goods companies
- Other service providers, such as logistics companies.

We help clients increase their industry knowledge, develop their skills and grow sales. Companies from approximately 35 countries across 6 continents come to Martec for assistance and insight.

Background

Negotiation is a core competence for retailers. They do it all the time, buying millions of dollars' worth of merchandise for their businesses and the expertise they build rubs off on their colleagues in other functions such as IT and Finance. Many technology companies send their account managers to negotiate with retailers and then find out the hard way, just how good retailers are at this core skill. The net result is that vendors often leave margin on the table that could have been theirs to keep.

Martec designed this program to help technology companies address this issue head on. This e-learning program has been developed based on years of delivering instructor-led and web seminar based classes to help vendors do a better job of negotiating and creating a win-win for both parties.

Target Audience

The course is designed for everyone selling or marketing products to the consumer goods industry as well as those new to the consumer goods industry. The following will benefit:

- Vendors selling and marketing to consumer goods companies.
- Professional services teams working with CG companies.
- CG company IT teams who need to understand their business more fully.
- New hires with no previous experience of working in a consumer goods company. This is especially true for headquarters based personnel and new graduate intakes.
- Foundational training for those providing merchandising or category management services to the retailers and wholesalers the CG company services.



Objectives of the Suite

By the end of this program participants will be able to:

- Describe the retail culture and mind-set with respect to negotiation
- Identify the pre-negotiation planning that will help them succeed and maintain control throughout the negotiation process
- Recognize the tactics retailers will use on them and help them interpret the tactics correctly
- Plan and deploy appropriate counter tactics
- And, as a result, conclude negotiations to create more of a win-win for both parties.

Course Overview

Negotiating with Retailers is a self-paced web-based training program. The program provides about 4 hours of training. We recommend that students study in 30-40 minute segments to maximize learning retention.

The program includes a variety of interest generating features and exercises. The student sees his or her own test scores immediately and can review explanations for the correct answers, as appropriate.

Companies who buy a group of licences will be given access to the reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

There are three pricing options:

- Induction is suited to new joiners who will complete the complete training suite in a limited time. An induction licence is valid for 3 months.
- Professional is valid for 12 months. This allows those who need to re-visit the classes periodically to refresh their knowledge to do so whenever necessary.
- Performance Enhancer includes access to the complete Retail and Consumer Goods Industry WIKI and performance support system also for a 12 month licence.

You can get a full explanation of the benefits and what is included in each option as explained in our [class pricing options](#) web page.

All a student needs to run the program is access to a PC and a web browser. The program is hosted on Martec International's Learning Management System and is available round the clock.

Companies may also purchase a corporate licence which provides unlimited access within the company's own organization. Prices are available on request.



Program Contents

Background to the retail culture including

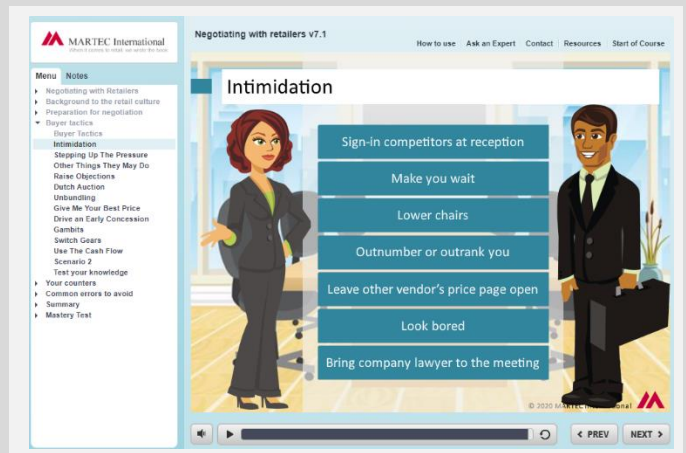
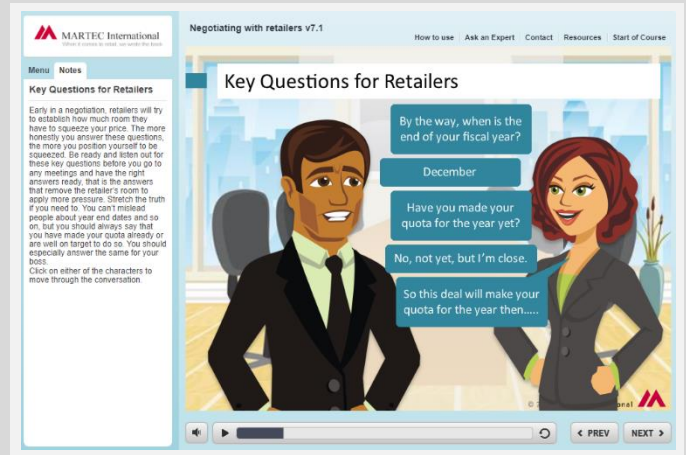
- Retailers' experience of negotiations
- Dual vendor preferences
- Dangerous questions to answer which weaken your negotiating position
- How retailers purchase
- What constitutes a win-win scenario
- Mastery test

Preparation for negotiation

- Positioning for negotiation and what to look out for from the retailers
- What you should learn about them
- Yours and their strengths and weaknesses
- Your walk away position
- Your strategy and negotiating team
- Assumptions and the danger of making them
- Mastery test

Buyer tactics

- Intimidation
- Stepping up the pressure
- Raise objections
- Dutch auctions
- Unbundling
- Give me your best price
- Drive an early concession
- Gambits



Program Contents

- Switch gears
- Use the cash flow
- Mastery test

Your counters

- Their real goals or objectives
- Your USPs
- Negotiating with the right people
- Your pricing
- Lower price? Take content away
- Lifecycle cost
- Dealing with objections
- Common objections and good responses
- Don't get stressed – it's what they want
- Concessions
- What can you ask for and when to make them
- The power of silence
- How to signal you've been pushed too far
- Mastery test

Common errors to avoid

- Things you might say and how they get misinterpreted
- Share the risk
- Statements NOT to make
- Cost of technology over time

Mastery test

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Negotiating with retailers v7.1
How to use Ask an Expert Contact Resources Start of Course

Make Sure You Are Negotiating With The Right Person

Person or Committee Person's Boss or Committee Purchasing Department Capex Committee

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Scenario 3

You are in the middle of a negotiation with a retailer interested in buying your ERP solution. You have reached a point where they are trying to reduce the cost of hardware maintenance by 10%. Rank these possible responses in the order you think best for your company. (Drag and drop the responses on to the clipboard. Click Submit to check your answers.)

A. I could agree the 10% provided you agree to a press release we can distribute widely.

B. I could offer the 10% if you agree to a 7 year service contract rather than the 5 year standard.

C. I could agree to 5% but it is conditional on the rest of the deal being agreeable too.

D. I could ask my CFO to agree to a 10% discount in return for paying the 5 years in advance.

Choice 1
Choice 2
Choice 3
Choice 4

Submit

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Stretching and Testing

At the end of each module there is a mastery test. If the learner completes this test with a pass mark of 70% or more and also completes our short class survey, they will be issued with a certificate and a digital badge. The digital badge can be shared on social media and has metadata, so anyone clicking on the badge can see what the learner has achieved. We also issue credits for classes completed. For more information on digital badges click [here](#).

Within the main program modules there are some scenario exercises. These present a stage in the negotiating process, give 4 or 5 possible next steps and ask the student to select which one or two to use. Depending on what they select, they will get a follow up stage where they have to do something similar. These exercises have no right or wrong answers, but some answers are better than others, either because they are generally better or because they position the participant better for the next stage. These exercises encourage participants to think more deeply than conventional tests of knowledge. They are as near as you can get to role plays in e-learning and whichever responses are selected, the participant gets a review of the strengths and weaknesses of each option.

Delivery Options

This program can be delivered in three ways:

- Individuals or companies can order the program for one or more people via the Martec International web site at www.martec-international.com.
- If a company wants to train batches of students, the e-learning program can be studied to a group time schedule and live web-based instructor-led sessions can be provided to allow for interaction with a subject matter expert. There is an extra charge for this for smaller size groups.
- Live instructor-led classes can be presented using the same material. This is relevant when there are 20 or more people to train at the same time.

Further information and pricing can be provided on request.

More Information

You can learn more about Martec at the following locations:

<https://www.martec-international.com>

Our YouTube channel at <https://www.youtube.com/channel/UCy9AbjJSWOI0JitqjqWZsDA>.

If you have an enquiry you would like to make of Martec, you can use the Enquire Further button on <https://www.martec-international.com/contact-us> or call +44 1823 333469