

# negotiating for retailers

As the retail industry grapples with price wars, new internet based competitors and international competition, effective negotiation plays a growing role in keeping retailers profitable. Focal Point enables retailers to see inside the manufacturer's mind, develop outstanding negotiation skills and secure a deal which works for them, every time.

## 1

### align the culture

If the organisation's culture, structure and processes are out of kilter with effective negotiation then behavioural change will occur readily in the training room, but will not survive back in the office. We help retailers get their ducks in a row, negotiation-wise.

cultural audits  
policy consultancy  
HR alignment  
KPIs and benchmarking

## 2

### change behaviour

We develop your buyers to become confident, sharp and one step ahead of the supplier. They develop by sparring and exploring ideas with our tame supplier. We give them 'match practice' and crystal clear feedback. And we share our deep knowledge of how sellers sell.

retail business briefings  
masterclasses  
development workshops  
blended learning

## 3

### make learning stick

Research tells us that retailers who commit to following up training reap far greater financial returns than those who allow the new behaviour to ebb away over time. So we build a package of ongoing learning and assessment such as:

assessment  
eprompts  
refresher courses  
coaching  
coach the coach