

# negotiating with retailers

The stranglehold of UK retailers is now so great that manufacturers live and die by their ability to **negotiate profitable deals**. Focal Point enables manufacturers to see inside the buyer's mind, develop outstanding negotiation skills and secure a deal which works for their business, 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 businesses get their ducks in a row, negotiation-wise.

cultural audits  
policy consultancy  
HR alignment  
KPIs and benchmarking

## 2

### change behaviour

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

manufacturers' briefings  
masterclasses  
development workshops  
blended learning

## 3

### make learning stick

Research tells us that manufacturers 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