

# negotiation for professional service firms

Focal Point enables professional services firms to see inside the client's mind, develop outstanding negotiation skills and secure an agreement which works for the firm, every time. The consequences are extraordinary. Profit margins grow without undermining relationships, the firm waves goodbye to fee reductions and the ultimate profit destroyer, scope creep. And the client is happy – they too received a good deal.

# 1

## align the culture

If the firm'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 firms get their ducks in a row, negotiation-wise.

cultural audits  
policy consultancy  
HR alignment  
KPIs and benchmarking

# 2

## change behaviour

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

professional service firm briefings  
masterclasses  
development workshops  
blended learning

# 3

## make learning stick

Research tells us that firms 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