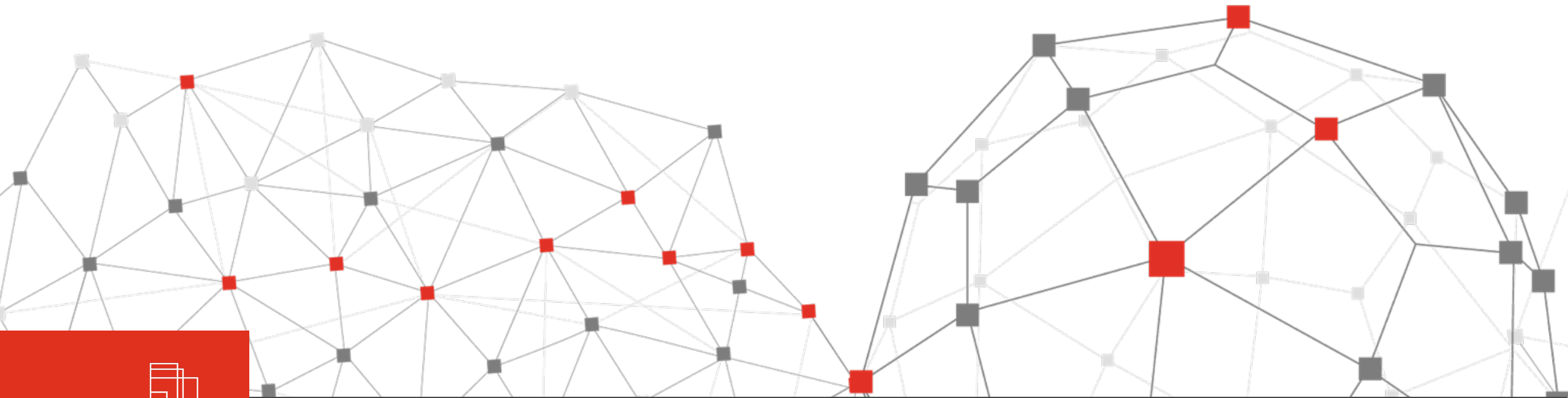


COVID-19

Successful negotiation management in turbulent times



Securing capacities through professional negotiations

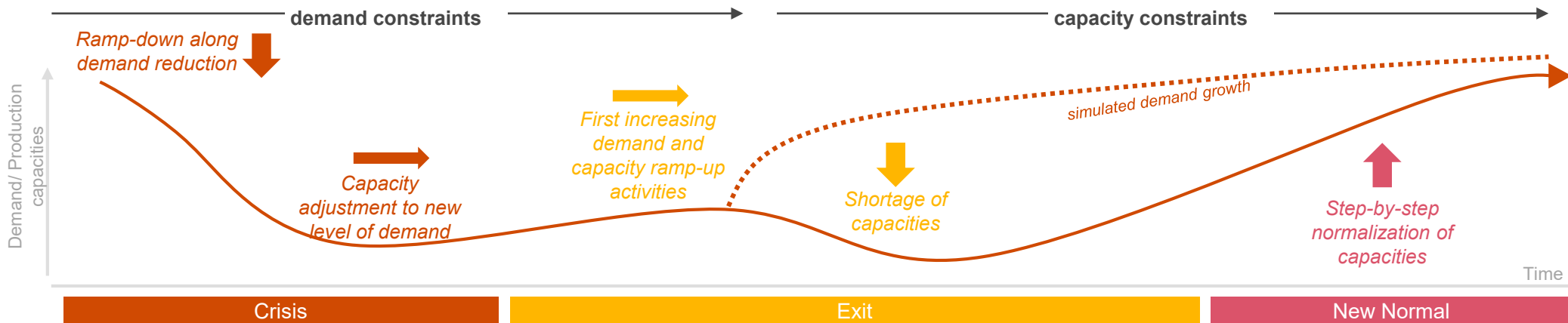


Securing capacities through professional negotiations

Negotiation Management – Preparing and conducting negotiations professionally

Various challenges lead to different negotiation approaches to correct demand and capacity constraints

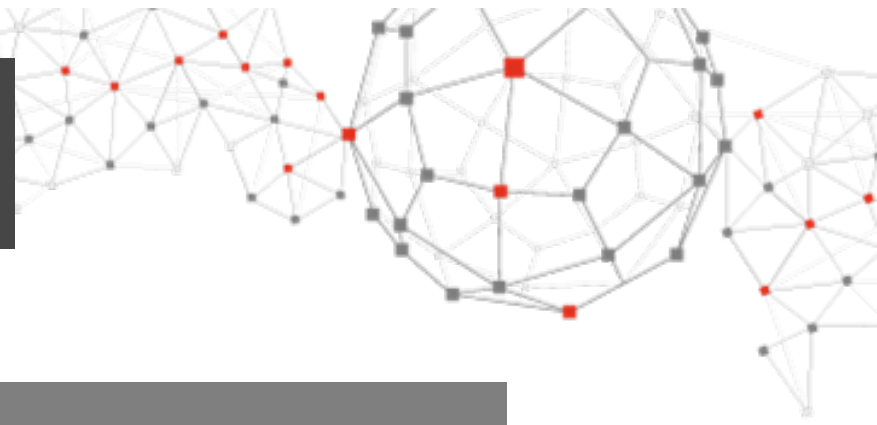
- Supply bottlenecks
- Increase of claims
- New supplier qualification
- New ways of communication
- Demand reduction
- Quality lack
- Demand modelling
- Reduced workforce
- Demand growth
- Storage shortages
- Distribution of demand
- Adjusted warehouse operations



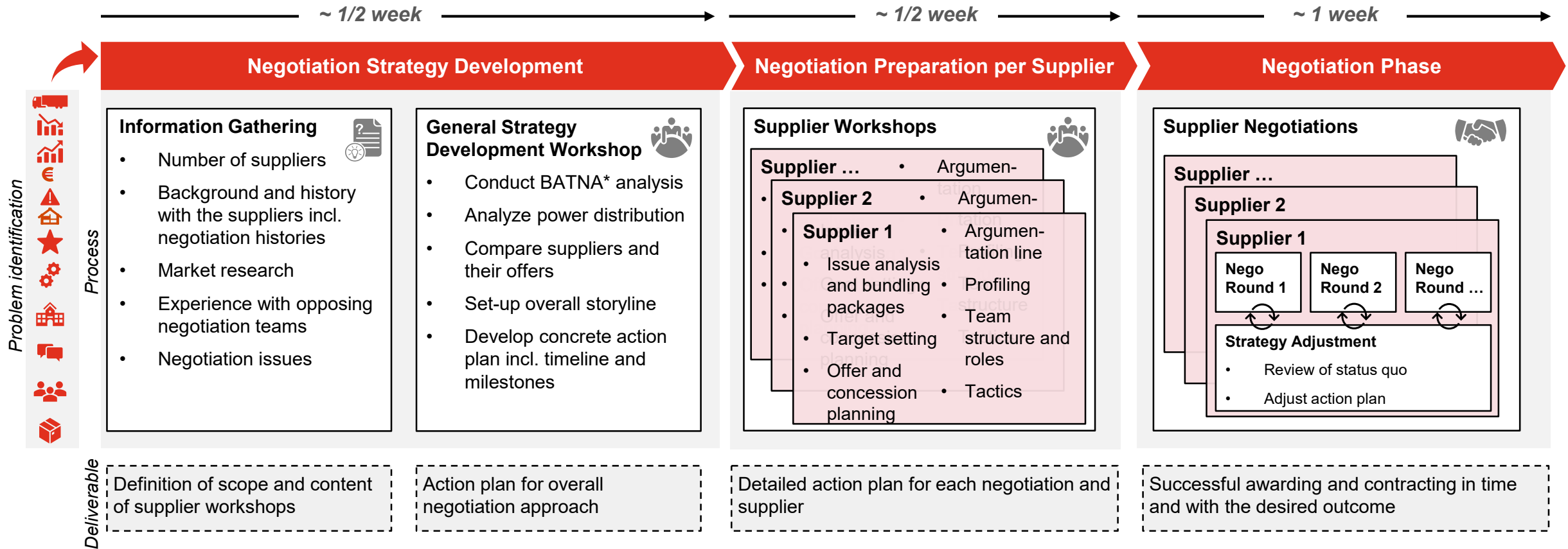
PwC provides extensive and professional support in the preparation and execution of negotiations. Our specialists have many years of cross-industry experience.



Securing capacities through professional negotiations



Negotiation Management – Planning of the negotiation process





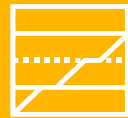
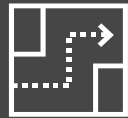
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Negotiation Management – Why PwC negotiation support

01

Accuracy of target setting

- Detailed target settings incl. optimal outcome and walk away solutions
- Consideration of own and counterpart's BATNAs



02

Formulation of first offer

- Well defined initial offer ensuring a good positioning in the beginning
- Decision for and timing of concessions

03

Identification of integrativity

- Prioritization of items
- Identification of integrativity to facilitate requests for concession



04

Exclusion of emotions

- Exclusion of emotions and impulsive decision through rationality
- Preparation of a defined action plan

PwC's negotiation effect

- Strategic approach which **ensures high supplier engagement and interaction**
- Successive negotiation rounds **without supplier refusals**
- **Strict execution of the defined negotiation plan** and associated achievement of objectives

Scientific studies prove that the correct use of negotiation techniques and tools lead to **significant better negotiation outcomes**

up to **28%*** better outcomes are reached by following a rule-based and structured approach to negotiation preparation and conduction



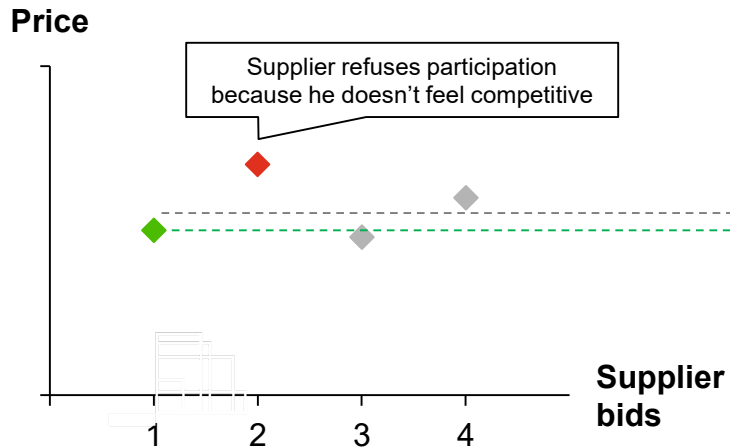
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Negotiation Management – Why PwC negotiation support

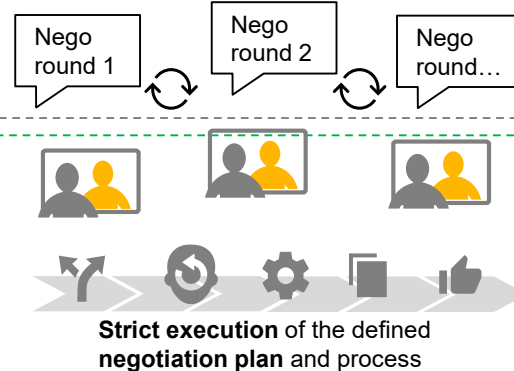


PwC's negotiation approach ensures **high supplier engagement and interaction** which leads to a **variety of continuously improved bids and high savings** per supplier !

Supplier bids in tender without or less negotiation effort



Negotiation rounds conducted by client's negotiation team together with PwC's negotiation coaches



(Re-)negotiated supplier bids

Case example





Securing capacities through professional negotiations

Negotiation Management – Next steps

1 Analyze your upcoming negotiations



- Analyze your upcoming negotiations or critical suppliers
- Define potential negotiations where you might need support

2 Have an exploratory talk with our experts



- Get in touch with us and have an exploratory talk
- In this meeting we can collect your requirements and prepare a specific offer for you

3 Receive an offer for a specific project scope



- Based on your requirements we make you a specific offer for our negotiation support
- Our support can reach from coaching till full service support

4 Starting the negotiation project together with us



- As soon as you accept the offer we can directly start to collect all necessary information
- And start the negotiation preparation together

Your contacts



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