



Benedict Negotiating Seminars Inc.

Thank you for your interest in our *Negotiating With Single and Sole Source Supplier* seminar. Few negotiations are more difficult than those with Single and Sole Source Suppliers. With seemingly little or no negotiating leverage for the buying company, even minor concessions from the supplier seem grueling to obtain.

The situation is often not only painfully frustrating – but extremely costly to the buyer company.

Can anything be done to increase leverage with single and sole source suppliers?

As this 2-day workshop emphasizes, the answer is a resounding YES!

PART 1 delves into **12 powerful sources of leverage** that our clients use as a “checklist” in preparing for Single and Sole Source negotiations.

Participants identify the specific Single and Sole Source suppliers who would have the greatest dollar impact IF they, as the buyer, had more negotiating leverage. At the end of Part 1, they then select which of the 12 leveraging concepts could apply to those specific single or sole source suppliers.

PART 2 moves to the next step: **How to progress from building leverage to designing a full-fledged negotiating strategy.** Using a case study of a single source negotiation, participants work in teams to develop a Negotiations Planning Grid, Preparation Worksheet and actually rehearse the opening minutes of the negotiation with the single source supplier.

PART 3 addresses how to proactively deal with future single and sole source negotiations. **There is a direct relationship between unchecked Back Door Selling and unnecessary single and sole source situations.** This session addresses the topic head on!

Back Door Selling is a whole series of probing questions that salespeople are meticulously taught to ask – primarily of technical people – well in advance of the formal negotiations. Sellers are taught to frame these questions in such a manner that the people being questioned unwittingly provide the answers – unaware that these answers are “giving away the negotiating store.” This section of the seminar enables participants to:

1. Identify Back Door Selling questions
2. Provide an understanding as to why the salesperson is asking these questions
3. Build confidence with specific responses your people can immediately use

It also describes to technical people why the following back door questions can quickly lead to unnecessary single and sole source situations:

“You seem pretty busy. Would you like some help from our company’s technical people in writing the spec?”

“Could we be of assistance in doing the drawings?”

“If budgets are tight, our company might be willing to do the drawings and prototypes for free. Would that be of interest to you?”

The dream of every salesperson is to get speeded in.



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Team building between purchasing and technical people

The workshop is definitely meant to involve BOTH purchasing and technical people as well as other support people who deal with single and sole source suppliers. Ideally, buyers and technical people who work with the same single and sole source suppliers can be in the same workshop to strategize together. A significant by-product of the seminar is team building between purchasing and the technical community.

What will participants take away from this workshop?

At the end of this seminar, participants will have the following that they can apply to any real life single or sole source negotiation:

A checklist of 12 powerful sources of leverage for any single or sole source negotiation

This is supported by a 58-page workbook/resource guide that explains each of these leveraging concepts in depth.

A "3-phased" strategy for preparing for any single or sole source negotiation

In addition to teaching the methodology in a hands-on manner, each participant will also take away a 43-page workbook/resource guide that details the Negotiations Planning Grid, the Preparation Worksheet, the Rehearsal - and specifically How to Begin a Single or Sole Source Negotiation.

A time-tested approach to proactively deal with Back Door Selling

BNS' *How To Deal With Back Door Selling/Loose Lips Sink Companies!*TM workshop has been taught to over 150,000 participants worldwide. As it has powerfully addressed and help prevent unnecessary single and sole source situations for other companies, it will do the same for your company as well. An extensive 61-page workbook/resource guide is included.

INVESTMENT WHEN CONDUCTED IN THE UNITED STATES

The investment for the 2-day seminar is \$10,000 if paid on the day of the seminar (\$11,000 if paid net 30) plus travel expenses for coach airfare, hotel, meals and ground transportation. The cost of the 3 workbooks is included in the seminar fee.

RECOMMENDED PREREQUISITES

We recommend that participants from purchasing will have already taken the Real World NegotiatingTM seminar. It is not mandatory, but due to the advanced nature of the negotiating situation, it is highly recommended.

Also, highly recommended for the success of this seminar is that BOTH purchasing AND technical people take it at the same time. Their continuous interaction throughout the 2-day session is what brings the "gold" out of the seminar.

We know how difficult, frustrating and costly single and sole source situations can be – and we look forward to discussing the impact that this seminar can have.

Best Regards,

Bob Benedict

Robert M. Benedict
President