

NEGOTIATION

DEPARTMENTAL IMPACT



DEPARTMENT	ROLE IN THE NEGOTIATION PROCESS
Legal	<ul style="list-style-type: none">• Negotiates what needs to be in the final deal• Understands business interests as well as legal interests
Finance	<ul style="list-style-type: none">• Communicates desired margin, pricing and payment terms to organization so salespeople can communicate them early
Marketing	<ul style="list-style-type: none">• Helps customer consider largest business issue• Shares emerging trends to shape later conversations
Business Development	<ul style="list-style-type: none">• Helps customer see value of initial meeting, conveys urgency• Sets initial meeting agenda to start the customer conversation down a compelling path
Pre-sales Solution Architects	<ul style="list-style-type: none">• Shapes requirements of solution and proof of concept• Anchors on right technical differentiators and demonstrates specific value to customer
Consulting Implementation	<ul style="list-style-type: none">• Anchors on what's required to meet deadline and how implementation will occur• Keeps project on track
Professional Services Customer Success	<ul style="list-style-type: none">• Negotiates high-leverage success activities and measurements aligned to sales process and final agreements
Account Management	<ul style="list-style-type: none">• Negotiates based on business impact, QBRs, Up-selling/cross-selling

