

# SALES NEGOTIATION

## DEPARTMENTAL IMPACT

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