



Price Negotiation



The Need

In many distribution environments, it is not always possible to work from fixed price lists. It is important to be able to, negotiate and agree prices with customers, sometimes over the telephone.

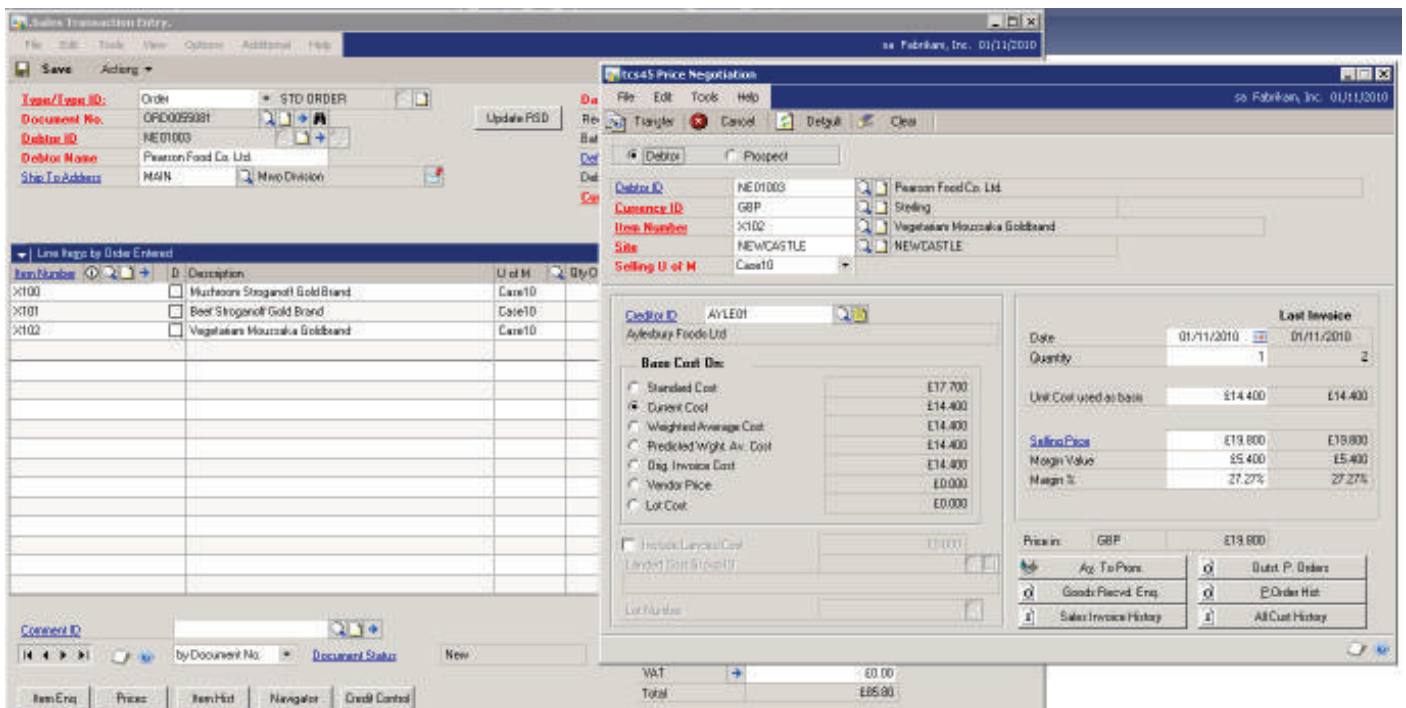
The Solution

To do this effectively, the sales negotiator needs to be armed with all possible relevant information and have a tool that enables adjustment of any of the three key variables: price, cost and margin, as well as see the overall result. Price Negotiation provides all of these facilities.

Key Features:

- New price negotiation window

This window can be opened independently or from within Sales Transaction Entry, so that price negotiation can take place in the context of a quote or order, or simply to answer a one-off query.



The screenshot displays the 'Price Negotiation' window within a software application. The window is titled 'Price Negotiation' and shows a list of items with columns for 'Item Number', 'Description', 'U of M', and 'Qty'. The items listed are:

Item Number	Description	U of M	Qty
X100	Mushrooms Stroganoff Gold Brand	Case10	
X101	Beer Stroganoff Gold Brand	Case10	
X102	Vegetarian Moussaka Gold Brand	Case10	

The 'Mushrooms Stroganoff Gold Brand' item is selected, and a detailed cost breakdown is shown for it. The 'Base Cost De:' section includes:

Cost Type	Value
Standard Cost	£17,700
Current Cost	£14,400
Weighted Average Cost	£14,400
Predicted Wght. Av. Cost	£14,400
Orig. Invoice Cost	£14,400
Vendor Price	£0,000
Lot Cost	£0,000

The 'Sales Price' is shown as £19,800, resulting in a 'Margin %' of 27.27%. The 'Total' value is £85.90.

- Information access

The Price Negotiation window pulls together all of the information that may assist the salesperson to make a decision on price. This includes:

- All relevant cost fields, including a predicted weighted average cost that rolls together current stock value with known purchase commitments.
- Detailed transaction history of previous purchase orders and sales of an item to that specific customer, including cost and margin.

- Price change input

The price calculator will initially hold the price to that customer as it would be populated into Sales Transaction Entry, likewise margin and cost. The user can then amend any of these variables and see the result immediately, e.g. reduce margin by x% and see the new price, increase potential cost and see the margin reduced, etc.

- Audit & track

The new price resulting from the negotiation can be transferred back into the order. At the same time the result of the negotiation is written to an audit file so that there is a full audit available of all sales negotiation activity.

What It Means For You

- Real-time negotiation

An experienced salesperson can now negotiate and agree on a price immediately with the customer and be confident of the margin achieved.

- Salesperson performance tracking

The audit capability enables managers to see how much has been discounted against list or agreed prices and by whom.

- Handling customer queries

The online access to detailed history enables the salesperson to see immediately the history of sales of that item to that customer and see trends in prices, costs and margins.



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