



**MOTOROLA**

**TO WHOM IT MAY CONCERN**

In 2003 the Commercial Government Industry Sector Solutions (CGIS) division of Motorola concluded that an investment in negotiation training and consultancy was a prerequisite for sustained future success and the optimisation of its deal-making capacity. After an exhaustive search to identify the ideal negotiation service partner, Motorola chose The Negotiation Experts (TNE), as it was the only specialist negotiation company with a robust, process-based methodology. Whereas most other negotiation companies tended to largely focus on the behavioural and tactical aspects of negotiation, TNE offered an integrated approach, strongly aligned to corporate requirements and underpinned by a series of toolsets. The overall package of sound academic grounding and extensive negotiation experience in the public and private sectors provided the best fit for the Motorola CGIS requirements.

To date Motorola CGIS has involved TNE in training and advising Motorola staff that are negotiating very large and complex public sector contracts in Poland, Germany, Sweden, Portugal and Austria. TNE has, this has, despite often having to respond to training and consultancy requests at short notice and within very restricted time frames, succeeded in inculcating a strong appreciation for negotiation as a key competency in enhancing sales and procurement performance. Its interventions have laid the foundation for a common negotiation vocabulary and have established an understanding of the importance of a corporate negotiation strategy and process.

The negotiation training and consultancy that has thus far been provided by TNE has been rated very highly by the Motorola CGIS staff. They have singled out the following areas for specific mention:

- the accuracy with which the training and consultancy has responded to the negotiation needs of Motorola CGIS;
- the relevance of TNE's unique process based methodology to specific Motorola CGIS negotiation needs;
- the high degree of internal negotiation alignment and organisational learning that resulted;
- the increased negotiation confidence derived from involvement in the TNE training and courses;
- the acceptance of the need for a corporate negotiation strategy and process as a means of decreasing negotiator variance and optimising value;
- the mitigation of negotiator variance and irrational competitor behaviour, which will meaningfully improve the bottom line; and
- the improvement in market messaging and customer trust that a strategy based and process driven negotiation approach will inspire.

Motorola CGIS takes great pleasure in testifying on behalf of TNE. We are convinced that TNE will be a leading contestant for the *Instructor-Led Training Solution of the Year*.

**Yann Marston**  
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