



TOKYO ELECTRON EUROPE LIMITED

Pioneer, Crawley Business Quarter, Fleming Way
Crawley, West Sussex, RH10 9QL England

Tel: +44 (0) 1293 655800
Fax: +44 (0) 1293 655888

When we started searching for a negotiation training provider for our Europe and Middle East sales teams, we were mindful that we needed a company that would understand our uniquely challenging commercial needs. Our product and service sales staff negotiate in teams on very large complex deals, where price has become a crucial point. As a Japanese leader in global semiconductor production equipment operating in Europe, we need to be mindful of cultural considerations.

We are happy with choosing to work with The Negotiation Experts for a number of reasons. The Negotiation Experts used a combination of an on-line negotiation diagnostic profile and telephone interviews to understand our industry and negotiation challenges. A few refinements were made after reviewing the pilot course before rolling out to the rest of the team. The two case studies that were created gave our team's important practice in dealing with our most important areas of internal preparation and client negotiation.

Our 3 day sales negotiation training is one of the most challenging courses we have run. The personalised expert feedback after negotiations using big split-screen video was popular and high impact. The psychometric profiles and persuasion modules were eye-openers for many sales staff, who are engineers by qualification. Nobody was forced to attend we preferred to let word of mouth recommendations fuel course attendance.

We have noticed our teams referring to the course and using the structure, tools and shared negotiation language in our preparation for client negotiations. A few staff have subsequently contacted the Negotiation Experts to take negotiation advice. The post training assessment was useful in showing how the team scored in each training module, and how well each negotiator performed. We are pleased that the teams are now better equipped to keep negotiations on a collaborative footing when navigating the inevitable pressured stages of our negotiations.

Jim Traynor
Vice President of Europe Business Units