



**HOW TO EVALUATE THE RESULTS OF
A COMMERCIAL NEGOTIATION (WITH
RETAILERS)**

Ricardo Bueno Wills

November 2017

THE COMMERCIAL NEGOTIATION

Why is it so important to evaluate the outcome of commercial negotiation?

- For large companies, an annual negotiation with retailers usually means putting millions of dollars in investments every year.
 - The negotiation has a significant impact in the financial results.
 - The negotiation outcomes tend to be complex making their **evaluation** a difficult but essential task.
- 

PHASES OF THE NEGOTIATION

1. Preparation and planning
2. Goals agreement and alignment
3. Positions and strategies
4. Closure and implementation
5. **Outcome evaluation**



EVALUATING THE RESULTS

- Key Performance Indicators
 - Achievement of objectives
 - Financial results (estimation)
- Other approaches:
 - Emotional, personal targets and motivations
 - Short term win? Or long term win - win?
 - Is the relationship stronger after the negotiation?
- Key stakeholders when evaluating:
 - Negotiation team
 - Top management (not in the negotiation)
 - Other parties in the negotiation





Ricardo Bueno Wills

MBA from IE Business School, with more than 15 years of experience in the commercial area in different top multinational companies and diverse markets.

ricardobuenowills@hotmail.com

www.linkedin.com/in/ricardo-bueno-wills-1532b513

