



Simon-Kucher  
**engine**

# Big Deal Negotiation



## Decision-making support to achieve the best possible outcomes

**Empower your sales reps and managers! The Big Deal Negotiation Management Framework is a software and consulting package that helps you improve in negotiations. It offers step-by-step guidance as well as decision-making tools to optimize your preparation as well as achieve the best possible outcomes when negotiating.**



### Key features:

- Processes anchored in your organization: The full preparation process of deal negotiation is included in the Big Deal Negotiation Management software allowing for collaboration on a deal with single-source-of-truth data
- Support from various tools: The framework solution combines all functionalities to allow systematic and strategic negotiations
- Cross-deal functionalities included: Conduct strategic long-term account planning to compare different negotiation strategies in different accounts and evaluate deal success
- Top-notch user experience: Big Deal Negotiation is professionally designed as a cloud application with modern, professional look and feel; it receives constant enhancement and development and offers easy-to-use decision support



## Unique capability: Seamless integration of 4 TopLine Power Signature Apps

1. Negotiation Power Balance: Evaluate the bargaining power of buyers and sellers for a particular negotiation
2. ComStrat: Assess relative positioning of competitors and identify target prices
3. Concession Matrix: Rate potential concessions from the buyers' and sellers' perspectives in order to prioritize them in negotiations
4. Key Account Planner: Assess accounts and compare different negotiation strategies across account



### Key benefits:

- Best-practice deal preparation process: Processes and methodologies used in the framework are developed based on Simon-Kucher experience from thousands of projects on sales and negotiation excellence, and are proven to deliver the best possible deal outcome.
- Step-by-step guidance: The system guides you and your teams through deal preparation tasks, prompting you to think about key aspects of the deal and make strategic and tactical decisions.
- Decision support apps at your fingertips: Integrates a variety of Simon-Kucher Signatures Apps to help sales reps make the right decisions.
- Transparency through monitoring: Allows managers to monitor the status of all deals and validate if all preparation tasks are complete.
- Continuous improvements via debriefs: Enables managers to evaluate the effectiveness of various negotiation strategies and tactics across deals and adjust accordingly via Deal Success Cockpit.



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