


PMMS Asia Pacific works with a client to develop influencing capability and translate that capability from the classroom into the workplace

Client	Situation	Approach	Benefits
<p><i>Australian retail company</i></p> 	<ul style="list-style-type: none"> • A marketing team were sceptical about the value that procurement could bring to their commercial relationships • The marketing team agreed to attend a procurement initiated training event on negotiation skills 	<ul style="list-style-type: none"> • PMMS Asia Pacific delivered a classroom based workshop on negotiation skills to the marketing team. • We then worked with the team to address a real negotiation. • The negotiation was with a large customer, and not only could the relationship not be damaged but there was a large dollar implication attached to the outcomes 	<ul style="list-style-type: none"> • Not only was the negotiation workshop well received, but the customer negotiation went better than the client's wildest dreams. • They achieved most of their business objectives and in a way that enhanced the customer relationship. • Marketing and the procurement team in the client are now co-operating on other joint initiatives