

Tony's bespoke negotiation skills program delivered a 23,657% ROI and supported his client's salespeople to achieve a 13.5% improvement in their negotiation skills.

The Client

Flack Global Metals is shifting the industry as the next generation service center whose asset-light business model is as effective as it is revolutionary. At Flack, an entrepreneurial approach and the desire to chart your own course are highly valued.



Flack Global Metals has forgone the traditional service center business model that is challenged to deliver profitability due to significant fixed investments in equipment and capacity. Our nimble approach is rooted in market intelligence and global networks of vetted suppliers of material and processing. This flexibility and level of responsiveness allows us to develop customized solutions designed around how and when our customers buy metals, and where the product is ultimately needed.



The Challenge

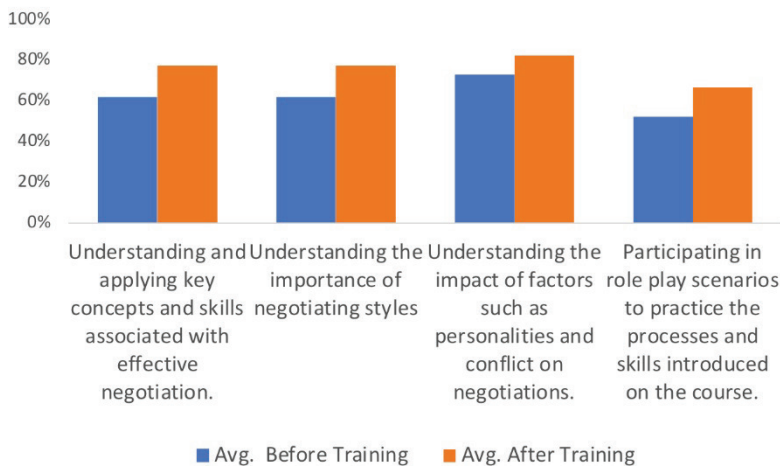
Steel distribution is a challenging industry with tight profit margins. This means that success comes down to effective negotiation. It is easy in this industry to make one small mistake that could lead to a huge loss. This means that salespeople need to be tough negotiators, confident in their approach and focussed on maximising profits. Being too nice, or "saving the buyer" could easily cost the company millions of dollars.

Concerned that the sales team needed some additional support and training, Tony was asked to develop a bespoke solution for Flack. They wanted their salespeople to become much tougher negotiators, aware of the margins they needed to protect, while dealing with buyers who wanted the best possible price. As many of the buyers had been trained in negotiation skills in order to cut costs, Flack needed to be working on the same terms.

The Solution

25 salespeople took part in the tailor-made 7-month negotiation program, which was built around one 2-hour workshop each month. Each of these workshops comprised of two 60-minute modules – the first module was instruction based, focusing on strategies and tactics. The second, a negotiation simulation based on a case study.

There were also additional activities each month including a 45-minute assignment and 15-minutes of multiple choice testing via a learning management system. In addition, the reading of two books were assigned to support the formal learning activities: 'The Challenger Sale' and 'Start With No'.

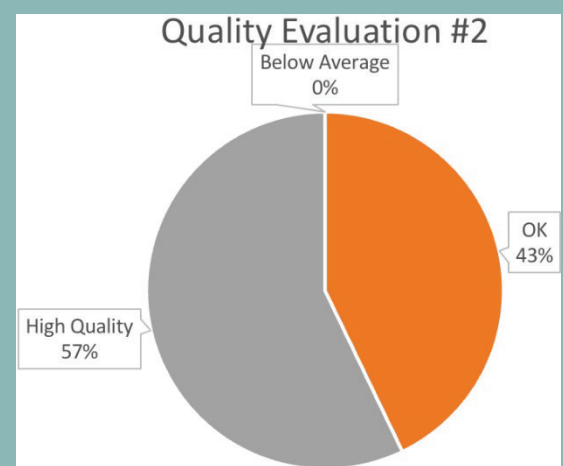
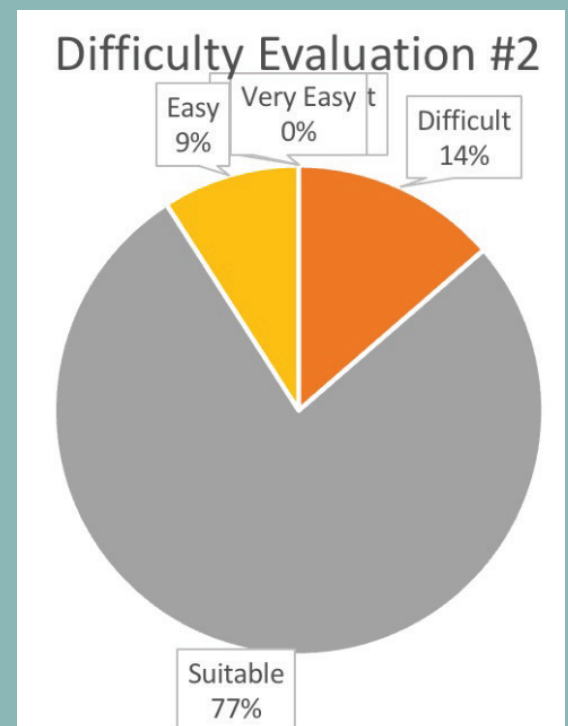
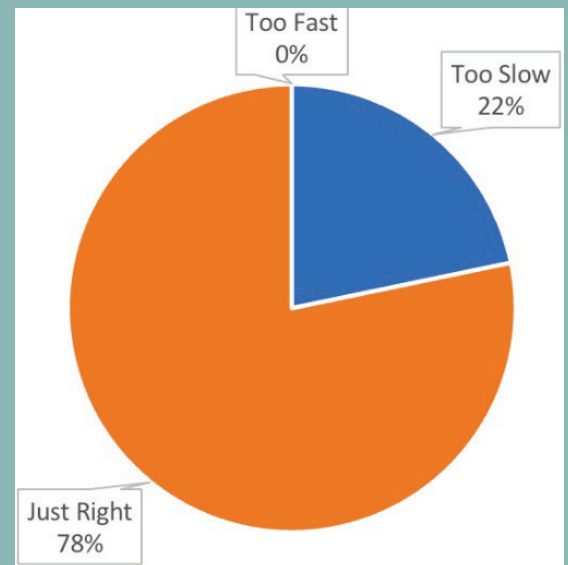


The Results

Tony delivered impressive results for Flack, both in terms of ROI and overall skills development, which were measured at the start, half-way through and at the end of the program.

For every dollar invested by Flack, there was a \$565.35 return on investment – that's a spectacular 23,657%. In terms of personal development, there was a 13.5% increase in negotiation skills after 7-month program completed.

Feedback about the course was excellent, with 78% of program participants finding the pacing of the program 'just right'. 77% finding the level of difficulty 'suitable', and 57% scoring the course as being 'high quality'.



“Tony has been amazing to work with! He has helped our sales team tremendously. He surveyed our team and calculated an initial ROI (difficult to do with our business) and the program has already paid for itself twice over. He has armed our sales execs with actionable negotiation strategies and tailored everything to our industry and team. I really couldn’t ask for a better partnership. We will absolutely hire Tony again”.

Renee K., The Chief of Staff



“Tony has brought us a new way of thinking, a new way of selling. He brought loads of new ideas. If any company is thinking of improving their sales performance, then I’d recommend Tony”.

Philip, East Coast Manager for Business Development

About Us

Over the course of training 15,000 professionals in the area of negotiation, Tony came to realise a significant pattern emerging. He started seeing a powerful correlation between negotiation skills and well-being in life. Basically, the better you are at negotiation, the happier and more successful you are in your life.

Tony approaches his development work with individuals and organisations in a holistic manner. He teaches all the required *outer world* strategies (i.e., competitive and collaborative negotiation) to help you *get what you want* in business and life (i.e., success and abundance), and he also teaches *inner negotiation*, the deep inner world work needed to *want what you get* in business and life (i.e. happiness and joy).

The bottom line is that peak performance can only be established when there is integration and alignment within a human being’s inner world and outer world.