



Sales & Negotiation Advisory Services

Why Sales & Negotiation Advisory?

In today's environment, revenue leakage, margin erosion, stalled deals, and procurement pressure are not sales problems — they are **failures of commercial strategy and negotiation architecture**.

Our advisory bridges the gap between **strategy, sales execution, and high-stakes negotiation outcomes**.

Our Sales Advisory Focus Areas

A) Sales Model Redesign (Transactional → Value → Outcome-Led)

We redesign sales models to align sales motions, incentives, and value propositions around customer business outcomes rather than products or price.

B) Deal Qualification & Prioritization Frameworks

We implement structured frameworks that identify high-probability, high-value opportunities and eliminate low-margin, low-win deals early in the pipeline.

C) Sales Productivity & Conversion Diagnostics

We diagnose pipeline velocity, stage leakage, and conversion ratios to uncover structural and behavioural constraints impacting revenue performance.

D) Pricing, Discounting & Approval Governance

We establish pricing and concession governance that enables commercial flexibility while protecting margins and controlling value leakage.

E) Sales Capability Maturity Assessment



We assess sales capabilities across strategy, skills, behaviours, leadership, tools, and governance to create a clear roadmap for scalable performance.

Our Strategic & Complex Negotiation Advisory

- High-value deal negotiation strategy
- C-suite, board-level, and investor negotiations
- Procurement and vendor negotiation defence
- Deadlock resolution and deal salvage
- BATNA, leverage, power, and concession architecture

Our Selling to the C-Suite Advisory

- Executive value narrative creation
- Business case and ROI articulation
- Stakeholder mapping and influence strategy
- CFO, CEO, and board-level messaging
- Sales-to-strategy alignment

Our Procurement & Commercial Negotiation Support

- Negotiating with professional buyers
- Countering aggressive sourcing tactics
- Contractual and non-price value capture
- Long-term supplier positioning strategies

Our Channel & Partner Negotiation Advisory

- Partner selection and incentive structures
- Channel conflict negotiation
- Distributor and alliance contract negotiations



- Performance and accountability frameworks

We work **alongside leadership**, not in classrooms alone.

Typical Engagement Models

- Deal-Specific Sales & Negotiation Advisory
- Sales & Negotiation Capability Build (90–180 days)
- Ongoing Commercial Advisory Retainer