

Negotiation & AI

Why?

People and numbers

Buying and selling can be described as a people and numbers' game, where both sides aim to get the most value from the deal. The more the "people" part plays a role, the more **collaborative** the approach will be and the **more value** can be generated collectively. When numbers play the dominant role it reflects a zero-sum game where one part must win over the other.

If you only expect to **buy once** from the seller the balance will shift all the way towards **numbers**. Price is key. The same thing happens by design with **auctions**. Auctions aim to take out the "people" part of the trading by focusing only on comparing numbers between bidders, the key number usually being the price.

When you work with the same suppliers **repeatedly over longer time**, the **"people"** part becomes increasingly important. Managing **relationships** and building **trust** helps secure products and unlock value. Nonetheless, the **complexity** of the "numbers" part (you may be trading with more suppliers at the same time) often leads to most of the buyer's time being spent on the numbers (mostly spreadsheets).

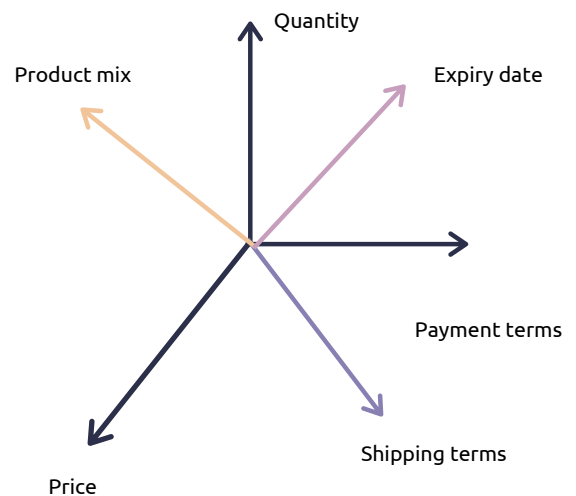
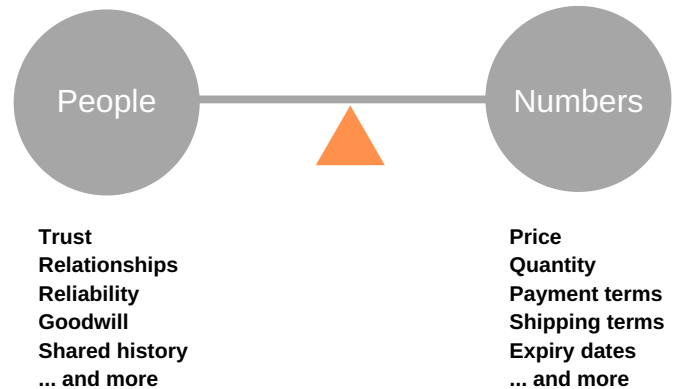
Unlocking value, more profits

If you focus only on people or only on numbers you will leave value on the table. Price will always be a key factor in business negotiations, but if you focus only on price and no other parameters you will leave value on the table. You need to dive deep into both numbers and relationships to maximize value, but time is usually the limiting factor.

AI-supported negotiation-technology helps you manage complexity and dive deeper into the numbers in real-time and frees up time to shift the balance towards the people side, thus helping maximize value.

This empowers purchasers to do better deals, not at the expense of their suppliers, but *with* their suppliers, and this generates **excess value and profits**.

Buying and selling is a balance between people and numbers.



Complexity increases with more suppliers and more parameters, which tends to shift focus to the numbers.

Reach out to Niklas Hall to explore how we can help you unlock more value.

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