LIONSHARE

NEGOTIATIONS

The Negotiation Performance System
to Architect Exceptional Deals

TB Consulting
Case Study

Executive Overview

TB Consulting, a Scottsdale, Arizona based company, provides a team of smart, innovative experts to deliver IT solutions to enterprise businesses for whom good enough will never be good enough. They specialize in solving the complex problems their clients face, helping companies streamline their processes, and bringing IT teams to a new level of tech enabled infrastructure. The company is growing and expanding their sales organization. They are deploying state of the art technology and systems to enable the team to better meet the needs of the clients and for their own growth initiatives.

While the sales process was clearly defined, they lacked a process that ensured the team was negotiating the best deal outcomes. They lacked a negotiation process that was tested and proven, and they needed a way to provide guidance to their team on how to plan and execute those negotiations. In order to create a culture of strong deal makers, TB Consulting needed a system that could provide a process and common language to help them coach and measure results real time. TB Consulting chose the Lionshare Negotiation System.

The Importance of a Negotiation System

"We've seen an immediate and substantial impact. It will be a part of our business process from now on. There's nothing like it!"
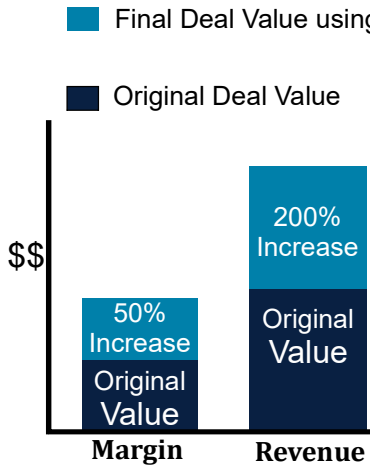
- Steve Walker
Director of Sales & Marketing

The TB Consulting leadership team, sales organization, engineers, and staff participated in the Lionshare Negotiation Performance System™ workshop. This gave the team access to a new set of powerful and cutting-edge negotiating tools, a proven negotiation methodology, and a common language by which to navigate the negotiation process.

Once the team was trained on the process, they deployed the Lionshare Negotiation System Software™. The software acts as a guide for the team to follow to ensure they are planning and thinking correctly about negotiation strategy. It provides the leadership team with metrics to help them coach their team to better deal outcomes. Arming the leadership with metrics is a game changer. The ability to measure how well you are doing on a deal real-time allows them to intervene and assist when necessary, and deal results improved immediately.

Immediate Impact

■ Final Deal Value using Lionshare Process

■ Original Deal Value

$$

200% Increase

50% Increase
Original Value

Original Value

Margin   **Revenue**

Since adopting the Lionshare Negotiation System, the TB Consulting team saw immediate results. In one case, they **improved top line revenues by over 200%,** and a **margin improvement of over 50%!** The system is being formally integrated into their overall sales process giving them the ability to:

- Access powerful negotiation **tools**
- Adopt a more **scientific and repeatable approach** to deal making
- **Guide** people through a proven negotiation process
- **Measure** results real-time

The TB Consulting Difference

TB Consulting has a unique approach to working with their clients that make them more valuable than any other IT provider. That approach involves finding a way to help their clients win in overcoming the complexity of their IT environments. They are willing to sit down with client engineers and learn about their

"Lionshare provided us with a proven negotiation process, powerful negotiation tools, a guide to help our team adopt the process quickly and effectively, and a way for us to measure our results."
- Steve Walker
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IT environment first-hand, create documentation, then provide a report that illustrates the current environment and what needs to be done to optimize the IT operation. They provide wholistic visibility to their customer's operations and build a solid Single System of Record.

The results…

TB Consulting helps clients solve their business challenges in ways which empower them to create digital transformation. By alleviating IT from the daily headache of mundane maintenance tasks, they can get back to completing strategic business focused initiatives which move the organization forward.

Learn more about how the <u>Lionshare Negotiations Performance System</u> increases revenues, improve margins and drives repeat business for organizations just like yours.