



LEGAL Q&A

Q We sell computer hardware/software solutions. Our sales frequently get bogged down in negotiations. How can I get through my customer's procurement process faster?

A Every buyer is different, but here are 4 things you should be doing.

Template Contracts.

Develop quality contract templates that accurately represent your business model and risk tolerances. Your templates identify the boundaries of your risk comfort zone, and provide locked and loaded provisions for use in any contract.

Less Is More.

Limit the size of the negotiating teams to 2-3. The more people at the table, the more issues that will be raised and the more difficult it will be to find solutions.

Keep It Simple.

It is easy for things to get complicated. Sometimes there is no avoiding it. Keep your terms simple and things will go more quickly.

Just Say "No."

The hardest part of selling is not only knowing when to stop negotiating, but also having the will to do it. Don't waste time with customers who are not ready to buy.



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