



This is the report for ...

HIGHLANDS NEGOTIATIONS

Question: 8	Thinking as the CEO of your client, what will they say about their relationship with your company?
Your Answer	Their CEO loves you and your company
Advice	Advice on question 8 is that you chose Option1

Question: 9	As you think of the business relationship with your client, which of the following best describes the time you spend with them discussing their business?
Your Answer	Once a quarter
Advice	Advice on question 9 is that you chose Option5

Question: 10	What is your understanding of how your client would react to you working with their other suppliers (that you may commonly refer to as a "competitor") to help them (the client) with their business?
Your Answer	They would want to engage with such a team
Advice	Advice on question 10 is that you chose Option4

Question: 11	Considering your response to 10, do you know why they would say that?
Your Answer	Yes
Advice	Advice on question 11 is that you chose Option1

Question: 12	Again, with reference to 10, does your client see the value and want to do this?
Your Answer	Yes
Advice	Advice on question 12 is that you chose Option1

Question: 13	Thinking like the client, and reflecting on your responses to Q10, 11 and 12, do you understand the benefits to your client?
Your Answer	Yes
Advice	Advice on question 13 is that you chose Option1

Question: 14	Looking at your answers from the last 4 questions, would your 1st or 2nd line manager agree with you?
Your Answer	Do not know
Advice	Advice on question 14 is that you chose Option3

Question: 15	Has your 1st line or 2nd line manager agreed with you in real time as you answered?
Your Answer	No
Advice	Advice on question 15 is that you chose Option2

Question: 16	Is there a board member in your company that is or would be, an executive sponsor for this type of relationship?
Your Answer	Yes
Advice	Advice on question 16 is that you chose Option1

Question: 17	If the previous question was answered "No", does the sponsor or potential sponsor report to your board?
Your Answer	Yes
Advice	Advice on question 17 is that you chose Option1

Question: 18	How many times a year does your executive sponsor meet with your "competitor"?
Your Answer	1 to 3
Advice	Advice on question 18 is that you chose Option2

Question: 19	How often does your sponsor talk informally with their counterpart in your 'competitor'?
Your Answer	Monthly
Advice	Advice on question 19 is that you chose Option3

Question: 20	Thinking about your business relationship with the client, when did they last purchase from you?
Your Answer	Last 30 days
Advice	Advice on question 20 is that you chose Option1

Question: 21	What is the quality of your business relationship with the client?
Your Answer	Business respectful and cooperative
Advice	Advice on question 21 is that you chose Option4

Question: 22	What does your client sell today, that drives most of their sales?
Your Answer	The client is a non profit organization
Advice	Advice on question 22 is that you chose Option4

Question: 23	Thinking about your client, who do they sell to?
Your Answer	Primarily individual consumers
Advice	Advice on question 23 is that you chose Option2

Question: 24	Thinking about your client's business revenue performance over the past two years, which is most accurate?
Your Answer	Outrageous growth - no time / interest for external input

Advice	Advice on question 24 is that you chose Option5
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Question: 25	Thinking about your client's market strength in terms of their market share and relative position, how would they describe it?
Your Answer	Strong
Advice	Advice on question 25 is that you chose Option4

Question: A27B	Thinking from your client's perspective, do they consider you to be a critical supplier (if your service was withdrawn they would suffer serious damage)?
Your Answer	No
Advice	Advice on question A27B is that you chose Option2

Question: 28	Thinking from your client's view, is your service easily replaced by a competitor?
Your Answer	Yes
Advice	Advice on question 28 is that you chose Option1

Question: 29	Have you and your team identified new additional business with the client, that you believe you can win?
Your Answer	No
Advice	Advice on question 29 is that you chose Option2

Question: 30	Have you and your team identified additional business that you believe you CANNOT win?
Your Answer	No
Advice	Advice on question 30 is that you chose Option2

Question: 31	Thinking as your client, does your company have significant wallet share?
Your Answer	No
Advice	Advice on question 31 is that you chose Option2

Question: 32	Thinking as if you were your client, are they satisfied enough with your performance to increase their wallet share with you?
Your Answer	Do not know
Advice	Advice on question 32 is that you chose Option3

Question: 34	Thinking like your client, how would they best describe doing business with you compared to other suppliers?
Your Answer	More difficult than other suppliers
Advice	Advice on question 34 is that you chose Option3

Question: 37	Today, does your client purchase, from you or your "competitor" or both of you, based only on a procurement relationship?
Your Answer	No
Advice	Advice on question 37 is that you chose Option2

Question: 38	Today, does your client have a business relationship (more than procurement) with you or with you and your "competitor"?
Your Answer	Yes
Advice	Advice on question 38 is that you chose Option1

Question: 39	Today, does your client use you against each other?
Your Answer	Do not know
Advice	Advice on question 39 is that you chose Option3

Question: 40	Thinking like your client, would they be surprised if you and your "competitor" came together?
Your Answer	Yes
Advice	Advice on question 40 is that you chose Option1

Question: 42	Thinking like your client, is there a culture or desire to explore ways in which teaming with their suppliers could be undertaken?
Your Answer	Do not know
Advice	Advice on question 42 is that you chose Option3