



This is the report for ...

HIGHLANDS NEGOTIATIONS

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| 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 |

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| 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 | Every other day |
| Advice | Advice on question 9 is that you chose Option2 |

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| 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 be intrigued / interested / curious to know more |
| Advice | Advice on question 10 is that you chose Option3 |

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| Question: 11 | Considering your response to 10, do you know why they would say that? |
| Your Answer | No |
| Advice | Advice on question 11 is that you chose Option2 |

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| Question: 12 | Again, with reference to 10, does your client see the value and want to do this? |
| Your Answer | I do know at this time |
| Advice | Advice on question 12 is that you chose Option3 |

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| 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 | No |
| Advice | Advice on question 13 is that you chose Option2 |

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| Question: 14 | Looking at your answers from the last 4 questions, would your 1st or 2nd line manager agree with you? |
| Your Answer | Yes |
| Advice | Advice on question 14 is that you chose Option1 |

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| Question: 15 | Has your 1st line or 2nd line manager agreed with you in real time as you answered? |
| Your Answer | Yes |
| Advice | Advice on question 15 is that you chose Option1 |

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| 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 | Do not know |
| Advice | Advice on question 16 is that you chose Option3 |

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| Question: 17 | If the previous question was answered "No", does the sponsor or potential sponsor report to your board? |
| Your Answer | Do not know |
| Advice | Advice on question 17 is that you chose Option3 |

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| Question: 18 | How many times a year does your executive sponsor meet with your "competitor"? |
| Your Answer | I do not know |
| Advice | Advice on question 18 is that you chose Option5 |

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| Question: 19 | How often does your sponsor talk informally with their counterpart in your 'competitor'? |
| Your Answer | Do not know |
| Advice | Advice on question 19 is that you chose Option6 |

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| 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 |

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| Question: 21 | What is the quality of your business relationship with the client? |
| Your Answer | Difficult |
| Advice | Advice on question 21 is that you chose Option2 |

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| Question: 22 | What does your client sell today, that drives most of their sales? |
| Your Answer | The client sells both services and products |
| Advice | Advice on question 22 is that you chose Option3 |

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| 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 |

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| Question: 24 | Thinking about your client's business revenue performance over the past two years, which is most accurate? |
| Your Answer | Growing business, employees are energised |

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| Advice | Advice on question 24 is that you chose Option4 |
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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 | Low |
| Advice | Advice on question 25 is that you chose Option2 |

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| 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 | Yes |
| Advice | Advice on question A27B is that you chose Option1 |

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| Question: 28 | Thinking from your client's view, is your service easily replaced by a competitor? |
| Your Answer | No |
| Advice | Advice on question 28 is that you chose Option2 |

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| Question: 29 | Have you and your team identified new additional business with the client, that you believe you can win? |
| Your Answer | Yes |
| Advice | Advice on question 29 is that you chose Option1 |

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| Question: 30 | Have you and your team identified additional business that you believe you CANNOT win? |
| Your Answer | Yes |
| Advice | Advice on question 30 is that you chose Option1 |

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| Question: 31 | Thinking as your client, does your company have significant wallet share? |
| Your Answer | Do not know |
| Advice | Advice on question 31 is that you chose Option3 |

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| 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 | Yes |
| Advice | Advice on question 32 is that you chose Option1 |

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| Question: 34 | Thinking like your client, how would they best describe doing business with you compared to other suppliers? |
| Your Answer | Easier than other suppliers |
| Advice | Advice on question 34 is that you chose Option1 |

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| Question: 37 | Today, does your client purchase, from you or your "competitor" or both of you, based only on a procurement relationship? |
| Your Answer | Yes |
| Advice | Advice on question 37 is that you chose Option1 |

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| 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 |

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| Question: 39 | Today, does your client use you against each other? |
| Your Answer | Yes |
| Advice | Advice on question 39 is that you chose Option1 |

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| 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 |

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| 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 | Yes |
| Advice | Advice on question 42 is that you chose Option1 |