

The 'JANUARY 10'

Planning ahead for supplier renewals to maximize value.

Ahead of the Market, Behind the Deal.

Do you have agreements with any of the 'January 10'?



WHY IT MATTERS!

A disproportionate number of supplier deals are aligned to their own fiscal year end dates.

Getting ahead of their predictable activity and strategies will save you a lot of time and money!



Supplier sales organizations need to get deals done at maximum price and margin!

- 1) Hitting sales goals is job 1 nothing else matters in Q4.
- 2) Executive management hyper focused on booking revenue to boost earnings and share price before earnings calls.
- 3) Reducing inventory a must for equipment manufacturers.



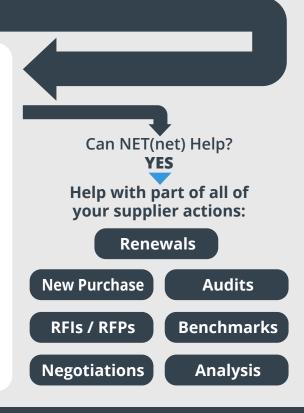
WHATTO **EXPECT....**

- Pushing discounts and incentives before the end of the quarter...
- More frequent communications now they love you!
- Offers to pre-order subscriptions or pre-purchase deals
- Bundling products and services for added discounts
- Executive meeting offers from sales Directors, VPs, and EVPs
- Threat of impending price increases

TAKING ACTION!!!

PREPARATION

- 1 Start early! All of these steps take time, so make sure you have enough time to execute.
- 2 Stakeholder input. Making sure the business as well as the IT team are still happy with the supplier informs strategy.
- 3 Vendor performance. Gather KPIs and other valid metrics to inform decision making.
- 4 Know the market. Who is the supplier's competition? Can they do the job? How are your discounts versus peers?
- 5 Changes. Bring forward from any anticipated changes to your deployments over the next 1-3 years so you know how to prepare renewal discussions.
- 6 Strategy. Develop a team strategy on how you approach and work with your supplier on the renewal or purchase and stick to it.





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