

CASE STUDY

EXECUTIVE LEADERSHIP TEAM
NEGOTIATION STRATEGY
SESSION

ARCHITECTURE
FIRM

{Name Withheld}

ZEROGAP.CO



Company Profile



Award Winning Architect Firm

200 + employees

Over 25% employees engage in daily negotiations
with clients, regulators, partners, each other.

Committed to investing in female leaders.

Challenges



- Underselling services
- Reduced margins
- Poor communication between departments
- Weak enforcement of contract terms



"Structure your contracts so that both parties are eager to for the next deal."

Jacqueline V. Twillie,
President

www.zerogap.co



Result

- ✓ Increased margins by nearly 8% on a \$500,000 Project
- ✓ Cohesive negotiation strategy among senior leaders
- ✓ Implemented a new formal and informal for real-time negotiation strategy
- ✓ Established boundaries for walk-away points on low margin deals
- ✓ Increased confidence to negotiate for larger deal flow

Client Feedback from Negotiation Strategy Session

*Jacqueline was strongly effective in providing tools to improve contract negotiations. "This comes down to our bottom line and **how profitable we are as a company.**"*

~ Senior Leadership Member

*"We're **increasing our focus on the bottom line** as a result of this training... Moving forward we can do better at keeping track of project history of contracts and types, so we would use data rather than gut feel to set fees."*

~ Executive Officer



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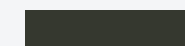
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Let's Talk