

**DEAL COACHING: Volume 700 mio**

**WOW!**

Dear Mr Augustoni,

I would like to thank you once again personally and on behalf of the whole negotiating team.

Our one-day coaching session with the team was a phenomenal success.

In our two-day negotiation with our client, everyone knew precisely, from beginning to end, what had to be done and how to behave.

The moderator led, the brilliant participants shone and sparkled in their subject areas. (and then they kept their mouth shut)

We succeeded in analysing what was actually bothering the client by asking the right questions.

We were able to work out elegant solutions and close the deal, by flexibly addressing the advantages for the customer, which he will discover with our suggestion.

The negotiation was like a dance where you respect your partner, you lead them the right way, you don't step on their feet and, at the end of the song, you applaud each other and have fun. ;-)

In two personal discussions with two representatives of the client, our professional manner was confirmed by the representatives, independently of one another.

It was said to be a very pleasant and successful negotiation. (Note: both sides had the feeling of "success")

Thank you once more, and I hope to see you soon.

Yours sincerely,

A.W.

Vice President of Sales