



Total Cost of Ownership

Sales Negotiation: Tactic 2

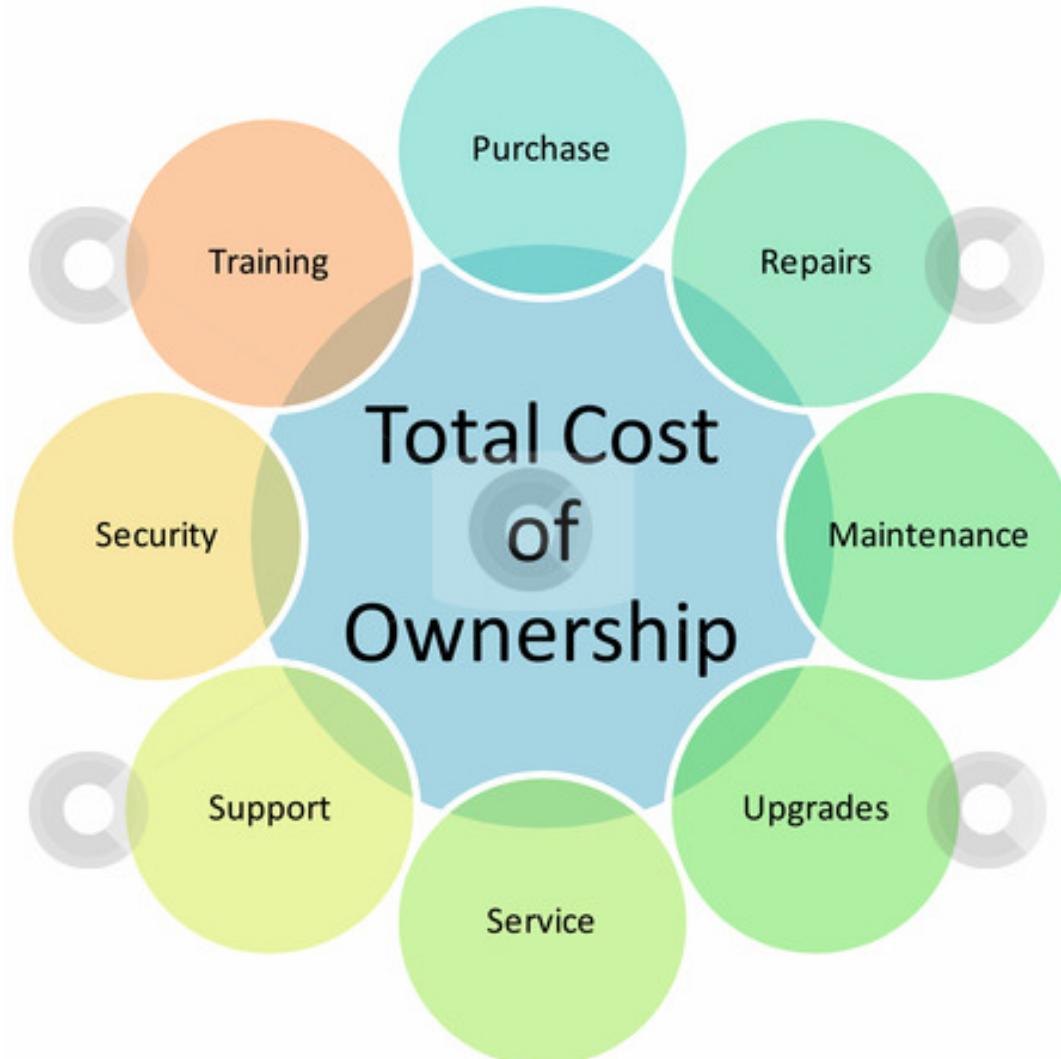
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What is TOC?



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Check list of Tangible Benefits

<u>S.No.</u>	<u>Deliverables</u>	<u>Cahor (Rs)</u>	<u>Dandekar's (Rs)</u>	<u>Net effect (Rs)</u>
1	Maintenance per annum after warranty			
2	Extended warranty			
3	Filters			
4	Connectors			
5	Oil			
6	Workmanship			
7	Conductors			
8	Cooling fins			
9	Power dissipation loss			
10	Upgradability			
	Total savings			

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Translate Benefits to Monetary Savings

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What is the total Saving on TCO approach?

Rs. _____

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DO YOU KNOW YOUR BATNA?



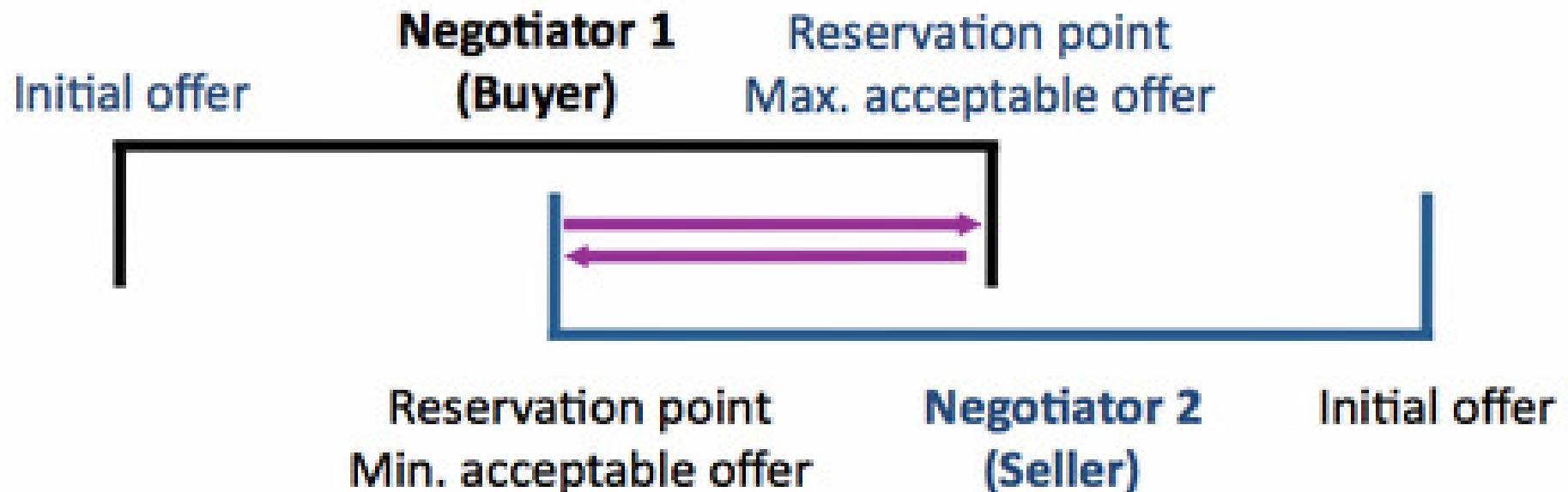
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How has this affected Buyers BATNA?



Better Alternative to a Negotiated Agreement

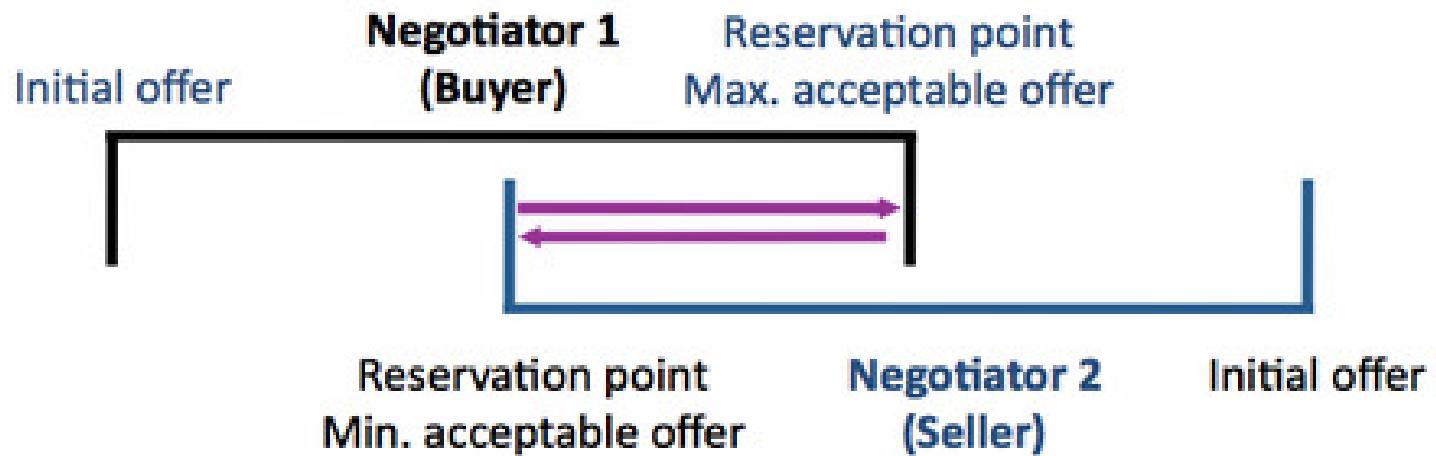
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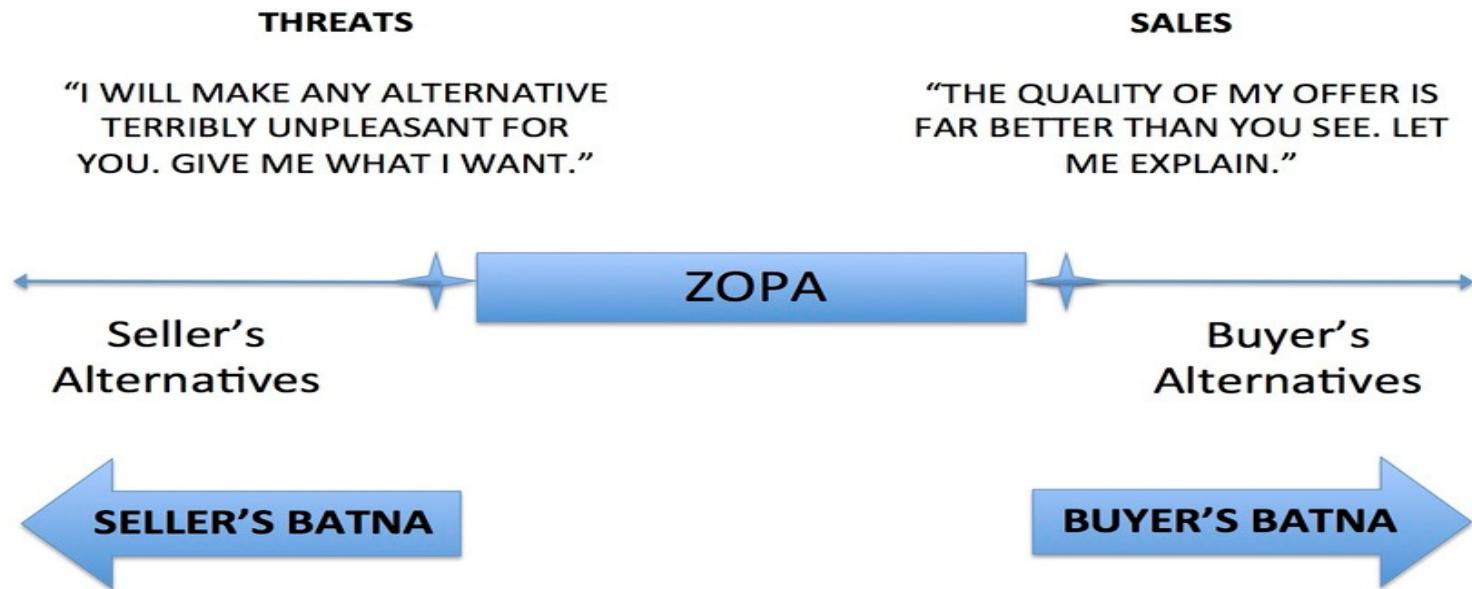
Better Agreement to Negotiated Alternative. (BATNA)



Size : W 30X H 3

What is the new ZOPA?

SALES & THREATS



How much have you reduced the gap between the two BATNA's?

Rs. _____

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In a nutshell

The TCO approach is used when the entry cost of a product is high but over a period of time , by virtue of its quality and efficiency, the overall cost keeps on coming down.

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A large, colorful word cloud centered on the word "thank you" in various languages. The word "thank you" is the largest and most prominent word in the center, surrounded by many smaller words in different colors and orientations. The languages represented include English, German, French, Spanish, Italian, Portuguese, Dutch, Swedish, Danish, Polish, Czech, Russian, Chinese, Korean, Japanese, Indonesian, Malay, Thai, Vietnamese, and others. Each word is accompanied by its transliteration in a smaller font.

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