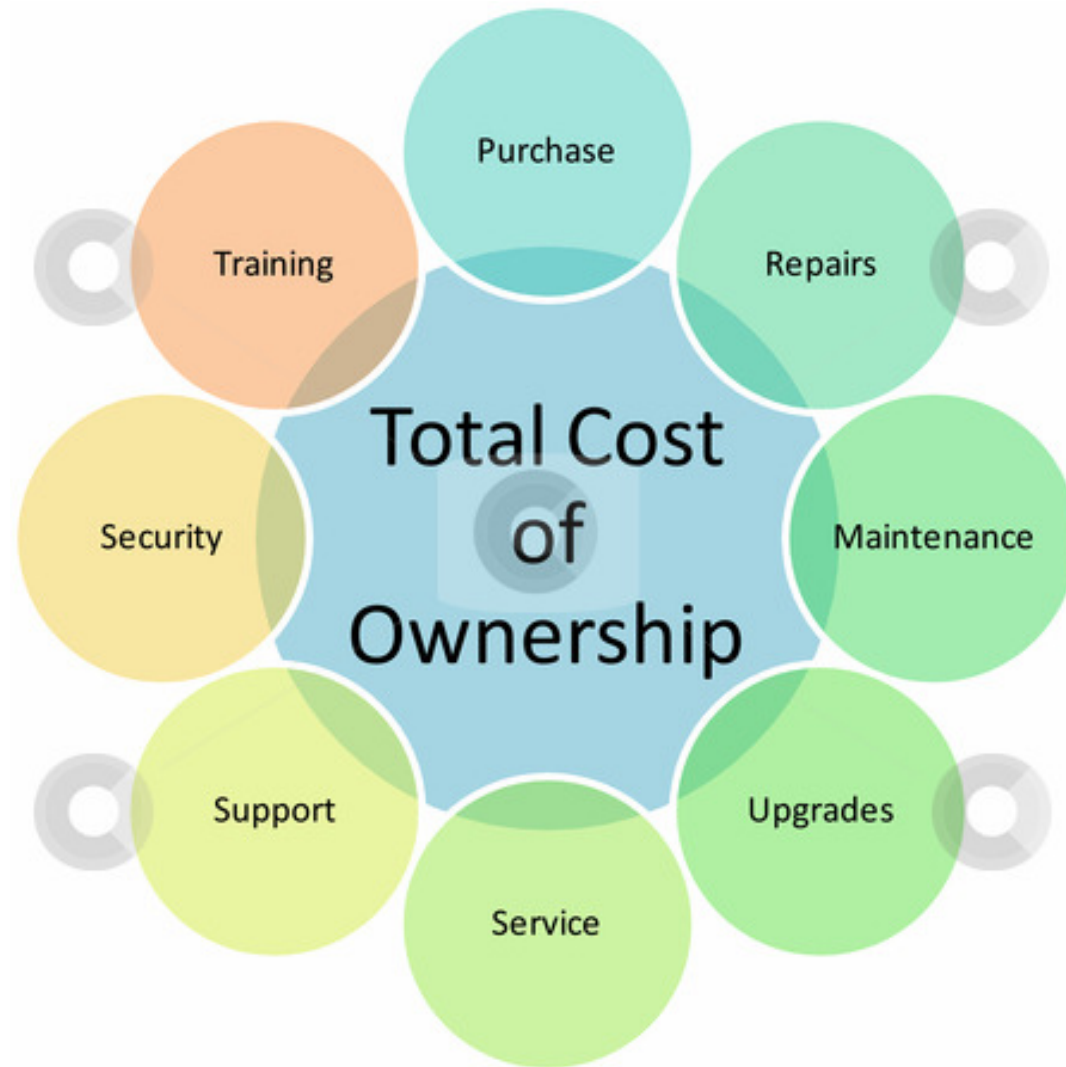


What is TOC?



Size : W 30X H 3

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			

Size : W 30X H 3

Translate Benefits to Monetary Savings

<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			
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8	Cooling fins			
9	Power dissipation loss			
10	Upgradability			
	Total savings			

Size : W 30X H 3

What is the total Saving on TCO approach?

Rs. _____

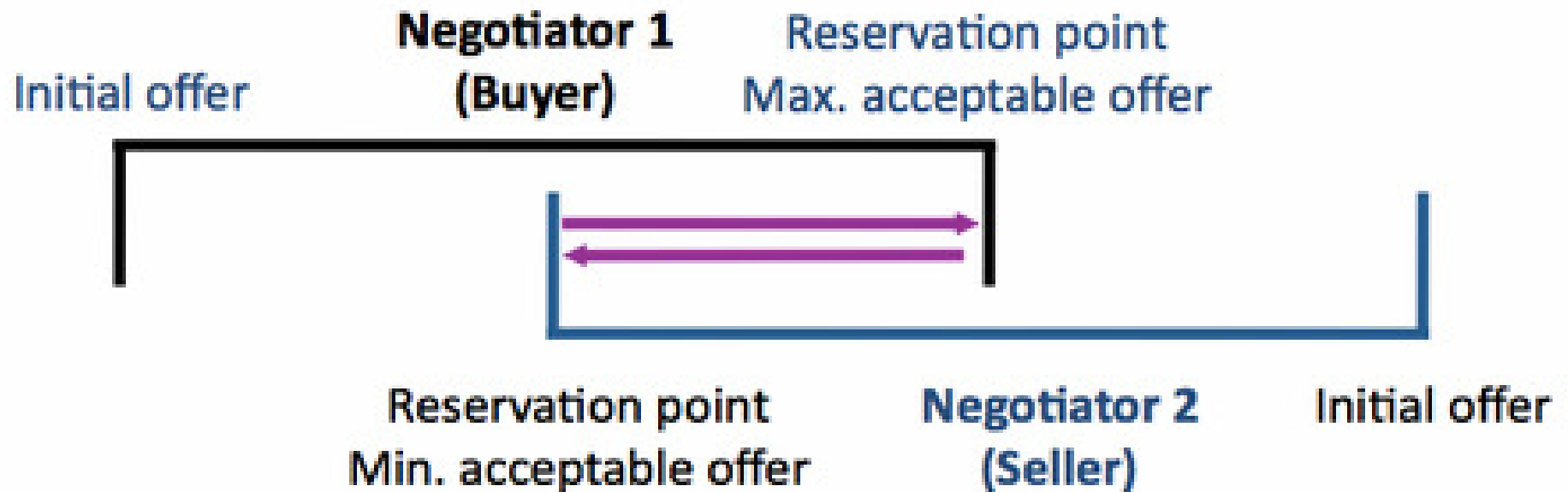
Size : W 30X H 3

DO YOU KNOW YOUR BATNA?



Size : W 30X H 3

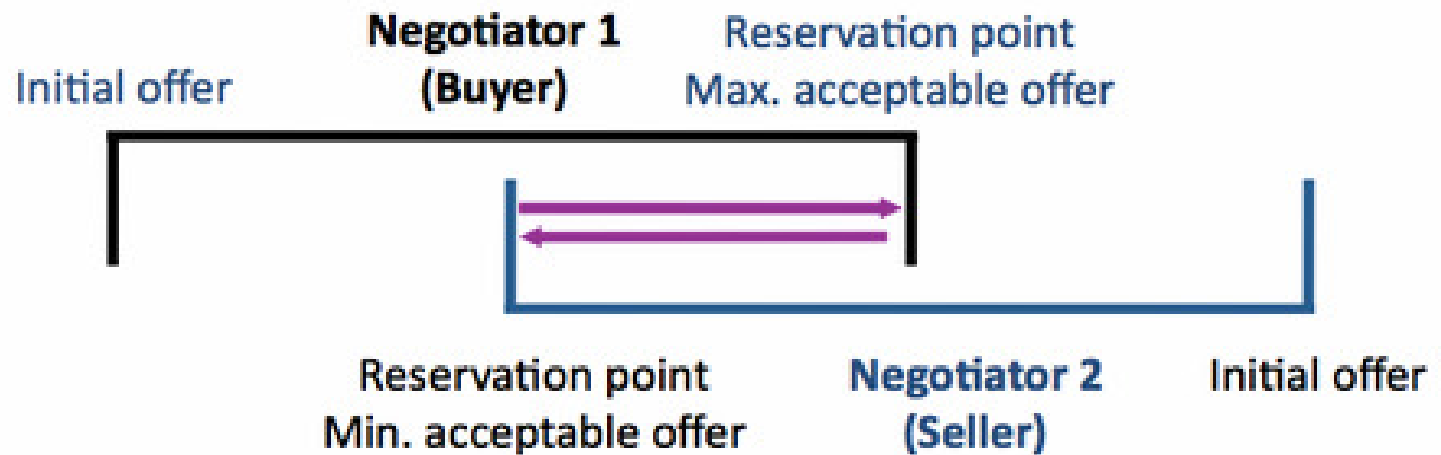
How has this affected Buyers BATNA?



Better Alternative to a Negotiated Agreement

Size : W 30X H 3

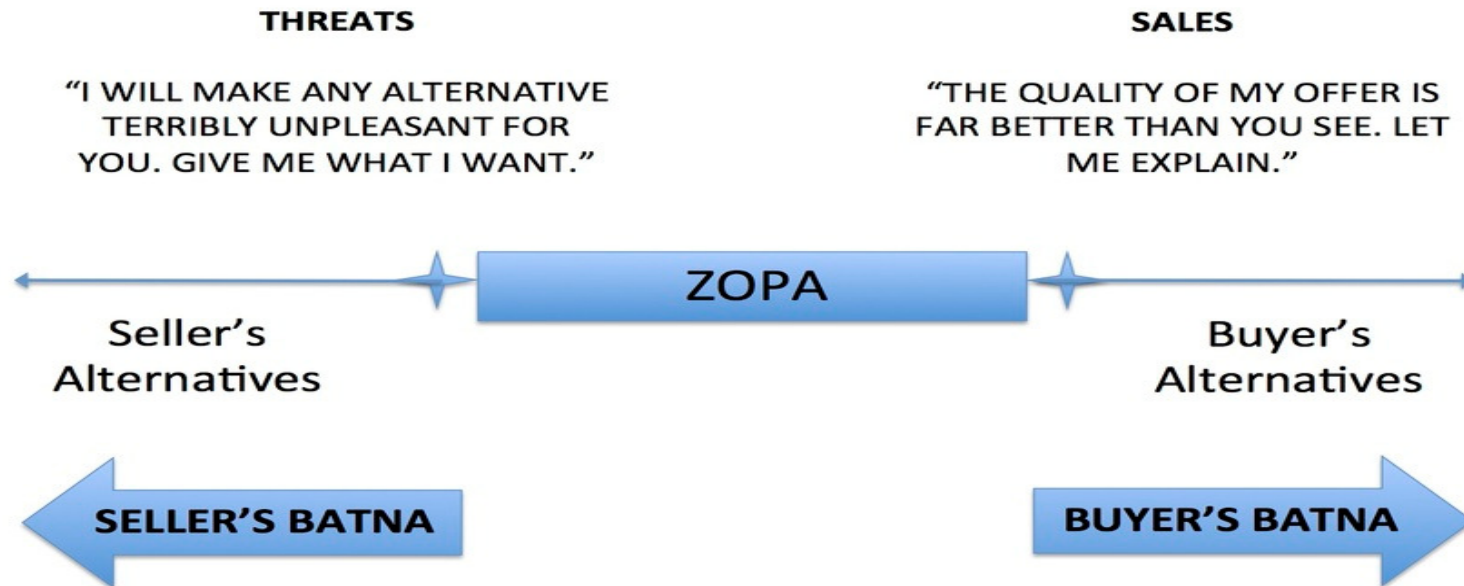
Better Agreement to Negotiated Alternative. (BATNA)



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. _____

Size : W 30X H 3

Strategic Concepts (India) Pvt. Ltd.

स्ट्रेटेजिक कॉन्सेप्ट (इंडिया) प्रा. लि.

**Strategic
Concepts**
There is always a solution!

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.

Size : W 30X H 3

