

FOOD AND BEVERAGE CASE STUDY

From “Discounts as Default” to VALUE CAPTURE at scale – thanks to Aligned.

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The moment our customer realized discounting had become the default

A global, multi-division food and beverage services business was facing a familiar problem:

“ We as an organization had lost track of how we perceive our value... our team had gotten accustomed to using discounts as a means to win deals, resulting in years of price decreases.

They knew something big needed to change.

Why Aligned: 3 key needs

When asked what prompted working with Aligned, three needs came through:

1

Make value visible

“We needed to make our value visible and demonstrate that value in our pricing.”

2

Bring discipline to negotiations

“We needed the discipline to approach negotiations in a structured way with outcomes that were decided upfront.”

3

Expand customer relationships

“If we do that right, we want it to expand and improve our customer relationships.”

The mindset shift Aligned instilled

“ What I see the most after people go through the Aligned process is a change in mindset. The tools are great. The methodology is great... But the reason why I keep sending my teams through Aligned Negotiation is the mindset shift.

What changed? Preparation, value, and portfolio thinking

Post-Aligned training, different teams walked away with different breakthroughs:



On complex, high-stakes accounts, the team became “incredibly well prepared,” so when negotiations began, “it felt easier.”



Another team came away with “a new idea on how to drive their strategy and how to make value more visible.”



Teams began building a broader “360 negotiation” approach to match the complexity of the customer organization.



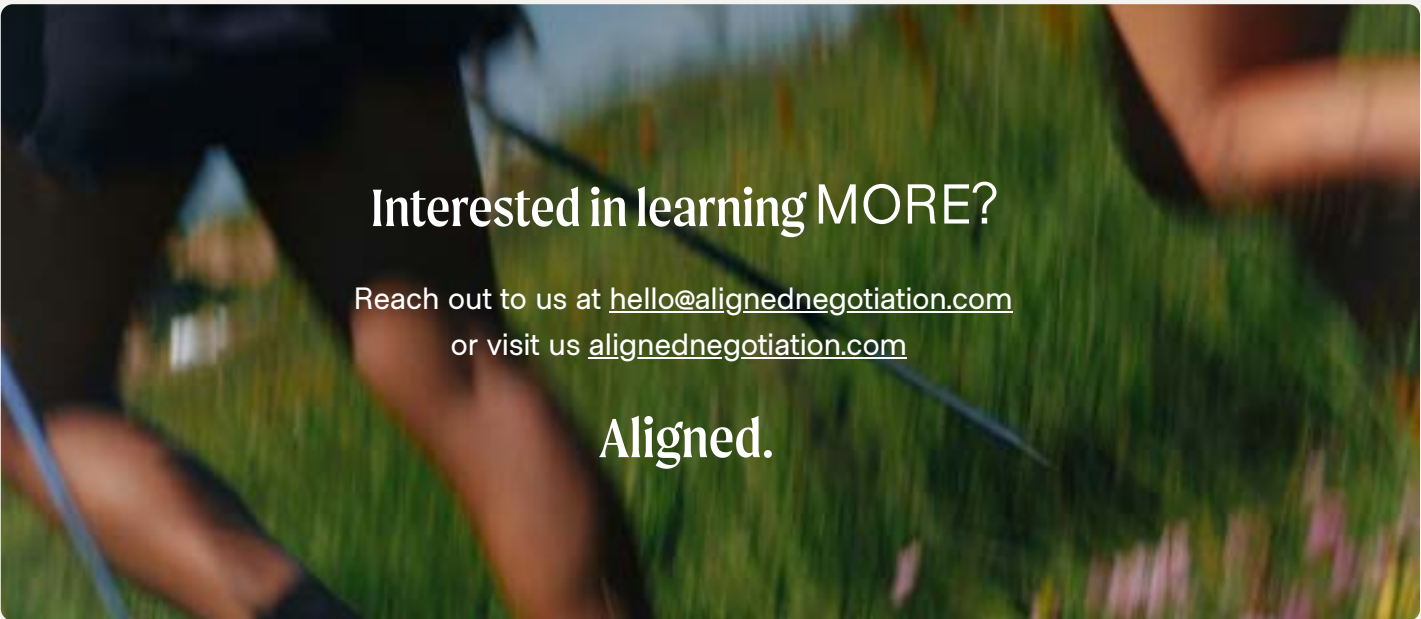
Aligned.

If another leader asked you if Aligned was worth it, what would you say?

“ I’d tell them that it is mandatory that every single person in an organization goes through this negotiation training.

“ People benefit deeply from Aligned’s training – the exercises, the case studies, the brainstorming, and the role playing. It gives people more confidence.

“ It allows us as an organization to use the same terminology and be able to look at these things in a consistent way, which makes decision-making faster.



Interested in learning MORE?

Reach out to us at hello@alignednegotiation.com
or visit us alignednegotiation.com

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