

## **Substantive Ideas About How to Deal with Mr. Canny**

- Send your R&D person to educate and convince him about the value of your network system.
- Send a very specific proposal — on network system and costs/output/etc.
- Show your advantages versus your competitors — with specifics.
- Establish a deadline for closure and then go through with it.
- Sell the network idea separately for existing machines.
- Find out more about Canny's interests + his customer requirements.
- Convince Canny that a distant vendor can do the job because of the long reach of technology.
- Agree to station someone on site for X months.
- Provide an 800 hotline.
- Do a detailed price/value/feature comparison to competitor's gear.
- Find a military person and send them to Canny.
- Provide a steeply discounted price/volume curve.
- Discount for first time user.
- See if there are future regulatory or other unanticipated issues that are addressed by your system that will be important to Canny.
- Sell a smaller prototype network of 5 units/not 24.
- Calculate your profit margin with a good cost analysis and show him.
- Determine your firm's BATNA.

- Offer networking system free (see if you can).
- Reduce prices.
- Do careful research as to why competitor sells so low.
- Invite Canny to N.C. to see your system and image/vision the system with his company.
- See your Marine buddies at Quantico and ask them to stop by when you are with Canny.
- Check to see if Canny is the only decision-maker?
- Sell value of a **young** engineer who can be with him in the long haul.
- Sell idea that to you time is money.
- Take Canny out socially.
- Help make referrals for Canny to help Canny accomplish goals.
- Do some research on Canny's competition to obtain info. to give Canny.
- Buy out the competitor.
- Telephone him “Call me when you are ready.”
- Talk to your own best customer to see why you are doing well with that person.
- Calculate what your system is doing for Canny’s manufacturing — payment based on savings.
- Offer excellent service after the sale.
- Offer an engineer on site for a period of time.
- Offer a money back guarantee.
- Price all 24 machines.

- Offer a teleconference instead of traveling.
- Expand the demonstration within a definite time frame.
- Convince Canny about how long the machines will last/ give a warranty.
- Assure Canny he will get any upgrades first, and "free."
- Use FAX, don't travel/ Mr. Canny already knows the system.
- Name drop other customers or competitors of Mr. C.
- Offer him a really low price to be the "first to try."
- Find out how he defines success in network.
- Show advantage how quality is improved and cost reduced by collecting and using the production data.
- Reduce his risk — sell him 3 initially.
- Field test of new system —Do installation test on your "own nickel."
- Offer Canny hotline software support.
- Collaborate with your competitor — get to know him or her and make whatever is the most advantageous deal for both companies.
- Consult a Green Beret on How to Close a Combat Decision.
- Work out services to be added to deal — training, warranty.
- Suggest new product development inside your company — convince him his needs will get priority in the future.
- Befriend Mr. Canny outside of the office.
- Has the competition actually proven his system? Check it out!

**Please annotate each item with the Source of Power implied in the suggestion. Please also star three ideas that you find to be especially promising.**