



Company Name

Seren Partnership

Location

Surrey

Services

Negotiation skills training and consulting services

Websitewww.serenpartnership.co.uk

“For the past two years Ian has provided invaluable coaching and guidance to the business with his measured and astute observations. Apart from our regular coaching sessions the real value for me is to be able to consult an objective trusted advisor when there are tough decisions to be made on commercial decisions. Ian has always made himself available to help with mini crises as well as checking on progress against action points. The return on investment for my business has been extremely positive as a result.”

Background

Seren Partnership specialises in helping companies improve their negotiation outcomes. Seren works with sales and procurement teams to enhance their understanding of negotiation principles, understand the practical skills of negotiating effectively and implementing strategies to deliver better business results. The client base is large, often multinational, corporate organisations who are frequently involved in multi-million-pound deals.

James Thomas, the business founder: “Owning and running a business often needs some external support, both in terms of ideas and in sharing opportunities and challenges. I met Ian at Henchards and felt he could add value in the right way.”

How it has worked

Seren was already a successful business with an enviable client list. The challenge was to build on this success and in addition provide James with the professional support he needed to identify and implement new ideas.

The business was known by its clients as a provider of negotiation training, which typically resulted in the delivery of two- or three-day training workshops. The natural evolution of the business and making better use of James’s experience was to position Seren as a strategic partner to board-level stakeholders, typically procurement, sales and HR directors.

The result has been a re-positioning of the service offering to focus on strategic ‘programmes’ of negotiation improvement. Not only has this increased the revenue from each client but also positioned Seren to be involved in additional services and support to sales and procurement teams in key contract negotiations and renewals.

This has resulted in them selling five-day programmes upfront, with the average sale price increasing by 21%. In addition, most bookings are now six-month programmes, rather than one off workshops.