
From: Richard Jeffrey
Sent: 02 March 2011 08:17
To: Steven Bell
Subject: FW: Opening statement

For info

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From: Richard Jeffrey
Sent: 01 March 2011 17:48
To: Nigel Robson; 'VRE - MobileMe'; Colin Smith; Dave Anderson
Subject: Opening statement

Just a thought,

Further reading of their proposal suggests they are not being very conciliatory.

This may be for a number of reasons.

After several last minute price rises during the original contract negotiations (referred to by the team here as 'smash and grab raids') including a (partially successful) attempt to get another £4m 24 hrs before contract signature, tempers were frayed. When confronted with this post contract Keysberg could not understand our anger, and said this was "standard negotiating tactics"

Is their proposal just standard negotiating tactics?
Is it because they do not fear reaching no agreement?
Is it because they think they will get a better deal in 6 months time?
Is it because it is all they can agree between them?

Whatever the reason, throughout this relationship they have relied on the fact that we need a deal more than they do

- "You have to understand Richard, your team were under immense pressure to sign the contract, that gave us the upper hand".
- Look at the circumstances around the Princes Street agreement.

We must prepare our strategy, and our opening statement in a manner which does not convey desperation to do a deal. We must emphasise the idea of no deal, holds no fear for us, indeed it is our preferred strategy to hold them to account to complete the project, this is what they fear the most, and this is their opportunity to 'sell' a deal to us.

Could Sue be 'outraged' " I have bent over backwards to open the door to you in my first 8 weeks in post, I have personally taken charge of this, I have given you the benefit of the doubt, I have signalled flexibility to you and this is what you give us, you must think us stupid or desperate, I can assure you that I am neither"

Just food for thought.

Regards

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