



COMMUNICATIONS AND COMMERCIAL INTELLIGENCE

For any partnering campaign to be successful, it is essential for the communications platform to be well organised and consistent. This also needs to be planned well in advance, identifying the information flow at every step of the partnering process. If too much information is released too widely too early on, this may weaken a company's competitive position and may even deter a potential partner's interest. Similarly, if key information emerges for the first time in the later stages of due diligence, it can kill a deal.

In addition, knowing all there is to know about your potential partner is key to closing the best deal. This includes understanding their strategy, previous negotiations and their performance as a partner.

Our course on Communication and Commercial Intelligence addresses these areas that are essential for your partnering success. The programme includes :

- Deciding on the content of non-confidential and confidential data packages
- Organizing a data room and managing data
- Establishing a communications plan
- Making the most of networking meetings
- Finding out who is active in fields of interest
- Identifying company information and financial strength
- Gaining access to your negotiating partners previous contracts

For further details on the programme visit www.mediustraining.com