

Driving Negotiation Skills Forward at Kongsberg Automotive

Kongsberg Automotive Group (KA) delivers in-house-developed systems as well as subcontracted products to the international automotive industry. KA offers a broad range of products for commercial vehicles and passenger cars. Key products are gearshift, clutch actuation systems, seat comfort and suspension components.

KA faces a substantial challenge in negotiating long-term agreements with vehicle manufacturing companies worldwide, and has, for many years, spent money and effort on improving its negotiation skills.

KA has been working with Huthwaite's Norwegian consultants for just over a year focussing on Negotiation Skills training. It is interesting that all the participants in the training so far, have commented on how different Huthwaite's approach is from previous training they had experienced. The KA sales people valued the very quick quantitative feedback they received on their own performance. They also felt that they benefited from being able to improve their skills in a 'safe' environment using this feedback. The overall response from both the purchasing department, as well as key account managers, was that the training provided was very good value.

Executive Vice President, Bent Wessels-Aas said, *"It is very impressive to see the results of the training directly. The continuous feedback during the programme gives participants the opportunity to recognise areas where their skills need improvement, and it was reassuring to see some individual improvements during the programme. We want to watch the results of the training closely to realise our investment in the course. KA is seeking to establish good lasting relations with its customers and the training underlines our aim - to achieve Win-Win outcomes."*



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Bent Wessels-Aas, Executive Vice President, Kongsberg Automotive