



## EXPERT NEGOTIATION FOR ZZW GLOBAL

ZZW Global has successfully served the oil and gas industry, and it provides a number of different services to various companies. A couple of examples include trucking services and rig washing.

The company wants to negotiate deals with big oil companies, but they need people to help them establish a dialogue with some of the major players in the industry.



### Challenge

When Sidago was first contacted, they knew that the first thing they would need to address is the needs of every prospective customer that they would want to negotiate with. This was the only way that they would be able to establish a dialogue with them.

The next challenge was finding the right people to contact within those companies – individuals who were in charge of making such a decision. Every company has different needs, so they would need to negotiate a fair deal that would be beneficial for both parties involved.



### Solution

To address these challenges, Sidago put together a team of expert negotiators, and they discussed various issues and concerns with prospective clients in the hopes that they would be able to hammer out an agreement. They talked about various budget concerns, and they addressed the needs of each company. With that, they would be able to form an equitable agreement.

These negotiators spoke with many different companies, and they were able to open talks with several of them. This gave ZZW Global the opportunity to pick up some major players in the industry. But of course, there was still a lot to do before they were able to seal the deal.



### Results

With the negotiation efforts made by Sidago, ZZW Global was able to pick up several big clients, and this has allowed them to double their business in the last few months. And they expect it to increase even more in the coming year.