Substantive Ideas About How to Deal with Mr. Canny

• Send your R&D person to educate and convince him about the value of your network system.

• Send a very specific proposal — on network system and costs/output/etc.

• Show your advantages versus your competitors — with specifics.

• Establish a deadline for closure and then go through with it.

• Sell the network idea separately for existing machines.

• Find out more about Canny's interests + his customer requirements.

• Convince Canny that a distant vendor can do the job because of the long reach of technology.

• Agree to station someone on site for X months.

• Provide an 800 hotline.

• Do a detailed price/value/feature comparison to competitor's gear.

• Find a military person and send them to Canny.

• Provide a steeply discounted price/volume curve.

• Discount for first time user.

• See if there are future regulatory or other unanticipated issues that are addressed by your system that will be important to Canny.

• Sell a smaller prototype network of 5 units/not 24.

• Calculate your profit margin with a good cost analysis and show him.

• Determine your firm's BATNA.
• Offer networking system free (see if you can).

• Reduce prices.

• Do careful research as to why competitor sells so low.

• Invite Canny to N.C. to see your system and image/vision the system with his company.

• See your Marine buddies at Quantico and ask them to stop by when you are with Canny.

• Check to see if Canny is the only decision-maker?

• Sell value of a young engineer who can be with him in the long haul.

• Sell idea that to you time is money.

• Take Canny out socially.

• Help make referrals for Canny to help Canny accomplish goals.

• Do some research on Canny's competition to obtain info. to give Canny.

• Buy out the competitor.

• Telephone him “Call me when you are ready.”

• Talk to your own best customer to see why you are doing well with that person.

• Calculate what your system is doing for Canny’s manufacturing — payment based on savings.

• Offer excellent service after the sale.

• Offer an engineer on site for a period of time.

• Offer a money back guarantee.

• Price all 24 machines.
• Offer a teleconference instead of traveling.

• Expand the demonstration within a definite time frame.

• Convince Canny about how long the machines will last/ give a warranty.

• Assure Canny he will get any upgrades first, and "free."

• Use FAX, don’t travel/ Mr. Canny already knows the system.

• Name drop other customers or competitors of Mr. C.

• Offer him a really low price to be the “first to try.”

• Find out how he defines success in network.

• Show advantage how quality is improved and cost reduced by collecting and using the production data.

• Reduce his risk — sell him 3 initially.

• Field test of new system — Do installation test on your "own nickel."

• Offer Canny hotline software support.

• Collaborate with your competitor — get to know him or her and make whatever is the most advantageous deal for both companies.

• Consult a Green Beret on How to Close a Combat Decision.

• Work out services to be added to deal — training, warranty.

• Suggest new product development inside your company — convince him his needs will get priority in the future.

• Befriend Mr. Canny outside of the office.

• Has the competition actually proven his system? Check it out!
Please annotate each item with the Source of Power implied in the suggestion. Please also star three ideas that you find to be especially promising.