

Perfect Match: Irresistible Desire For You – Chapter 14

On the next day, Ashley and several sales elites of the Synder Group went to the Empire Group's headquarters. From the lobby to the meeting room, the company's majestic interiors were awe-inspiring. The representatives found themselves amazed by the luxurious, high-end equipment and the high tension that was palpable all throughout the premises.

Ashley and her team sat in the exquisitely furnished boardroom to represent Synder Group. Several negotiators sent by Empire Group sat on both sides of the conference table. After their self-introductions, the two sides began to negotiate the terms of their cooperation.

"Our group intends to purchase a substantial number of raw materials for car accessories from your group. Here is our purchasing proposal. You can have a look first." Ashley laid out the purpose of the meeting and then furnished copies of the proposal to Empire Group negotiators for their perusal and discussion.

After the representatives of Empire Group had finished reading the materials, one of them commented, "Miss Guzman, we've seen a general overview of your proposal, and we think that the pricing for the materials is too low. I hope that you can reconsider the figures in this proposal."

Ashley mulled over these words for a few moments. She was aware that, between the two companies, Synder Group was the one in urgent need, while Empire Group had the more passive stance in the negotiations. However, the prices of the materials on the proposal were the best that they could come up after extensive calculations taking into account the current market situation and data. The pricing optimized the benefits for both companies at the same time. However, Empire Group evidently objected to the pricing scheme and wanted them to give in to their demand. It would have been better if they presented the pricing that they found acceptable.

Her analytical skills as an excellent marketing personnel served her well. The comment was made passively, but she thought that their side needed to address the negotiator's concern. Thus, Ashley graciously responded, "This is the first time that our two companies will be collaborating on a project, but I hope that you can consider: with the scale and reputation of Synder Group in the automotive industry, we are placing an order for a large quantity of materials from your company. You will find that your side stands to gain a lot

from this deal despite the narrow profit margin because of the rapid turnovers for the products. Moreover, we have included the best pricing for both our parties, as I'm sure you are well aware of."

After Ashley presented their counter-offer, the staff on her left handed out hard copies of the data analysis they conducted to come up with the best price, including market research and projections, to Empire Group retinue.

"We are sincerely looking forward to this cooperation, and we hope that you can seriously consider our proposal." With these words, she politely nodded to the other party.

Ashley's calm demeanor made Empire Group representatives huddle together once more to discuss the proposal among themselves. After

a few moments, one of their negotiators stood up and announced in a firm voice, "Miss Guzman, we have discussed your proposal, and we're hoping that you can increase your price by at least a percentage point."

To the negotiator's eyes, it was obvious that Synder Group had attached great importance to this cooperation. Their materials were well researched and prepared, the proposal was detailed and informative, and their chief negotiator was both knowledgeable and capable. The pricing scheme included in the proposal was indeed optimal for both sides to safeguard their respective companies' interests. If another company had come forward to negotiate using these terms, Empire Group would definitely approve their proposal and sign the agreement. However, the other party involved was Synder Group, and their superiors had given them strict orders to delay the conclusion of the negotiations or raise their price as much as possible.

Empire Group might be ranked first among all companies in the country, but they were reasonable and not at all arrogant. As long as they could obtain the ideal benefits out of any deal, they had no problem with cooperation agreements. This was a primary reason how the company had a firmly established foothold in the market all year round. The reason why they were making things difficult for Synder Group was that Synder Group had offended Empire Group.

Ashley and her team also did a quick huddle and discussed their options in a low voice. Afterwards, she politely relayed to the other party, "I'm afraid that we're not in the position to make that call. We will be reporting this to the company and let you know once a decision has been made."

“Well, Miss Guzman, once your company has made up its mind, please give us your reply at any time,” replied the head representative of Empire Group politely. Then, he escorted Ashley and her team out of the meeting room.

After leaving the Empire Group headquarters, Ashley and her team went straight back to Synder Group. After reporting the proceedings of the discussion with Empire Group, she called for another department meeting, with the theme of “Further Developments on the Cooperation Efforts with Empire Group.”

The staff provided their opinions about the negotiations in turn, and Ashley provided her own inputs. “Empire Group wants to obtain greater benefits, and our company urgently needs their approval. I think that Synder Group will agree to Empire Group’s request to raise the price. Here’s our problem at this point—we need to get this contract landed and signed as soon as possible so we can get as much of the benefits as we can under the circumstances.

Here is my summary and conclusion. Everyone is free to provide their suggestions and thoughts on them,” Ashley encouraged her team in a light voice as she tapped a pen on the conference table.

Everyone looked at their department’s beautiful and elegant manager. They all knew her work ethic and management style, which inspired respect, participation, and confidence. Someone was about to speak up when the door of the meeting room swung open and Lina walked in.