

Savvy new website set to save IT buyers a packet during credit crunch

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A money saving expert has launched an invaluable website to help blow the lid off IT sellers' trade secrets and save corporate buyers a small fortune during the credit crunch.

www.negotiationpower.co.uk, which goes live at the end of January 2009, is designed to slash businesses' IT costs by providing market intelligence about suppliers, their products and pricing policies through an exclusive, vendor-free forum where buyers can swap procurement tactics and share real experiences.

In addition, by subscribing to Negotiation Power, anyone who buys IT or is involved in the selection or procurement of software, hardware, maintenance or support contracts will receive membership benefits such as free supplier profiles, useful documents and templates, as well as news and advice through the monthly Negotiation Newsletter.

The first of its kind online community is the brainchild of entrepreneur and negotiation adviser Mark Bartrick, who has helped save the likes of betting giant William Hill Plc hundreds of thousands of pounds in recent years.

The self styled watchdog said saving money during the credit crunch had become a priority for many businesses and organisations. "As IT soaks up an ever increasing share of budgets for both public organisations and private sector businesses, Negotiation Power is designed to help IT buyers become more effective and efficient at eking out cost savings and finding negotiable cost reductions by sharing information that sellers don't want you to know," he said.

"By providing a platform for members to share experiences and knowledge, the website also provides an insight into how other organisations got the best deals, what terms they achieved, how they negotiated them and how much they saved, invaluable information during these difficult times."

He added that, for far too long, IT buyers had laboured under the age-old saying 'caveat emptor' or 'buyer beware'. "Negotiation Power aims to change all that," he said. "By showing how to get the best deals and the biggest discounts, we can shift the balance of power into the hands of buyers and, in doing so, create a new saying; 'caveat mango' or 'seller beware'. After all, it's always better to work smarter, not harder."

Anyone responsible for buying IT products and services, negotiating with IT suppliers or managing IT contracts can join the Negotiation Power online community. Applications will be vetted to guarantee a 100 percent vendor-free environment.

Annual subscription is £249, but, as a special introductory offer, IT buyers can join for just £199 if they sign up before 31st March 2009. To learn more about the benefits of joining Negotiation Power, visit www.negotiationpower.co.uk

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Notes to editors:

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