



# Negotiation

# Support Services



**pwc**

삼일회계법인



## Service Overview

PwC Korea's Global Negotiations Team supports Korean and foreign companies with contract negotiations to maximize value of upcoming deals and existing relationships or new partnerships. Our negotiations specialists and advisors have worked on numerous high profile and complex negotiations and are ready to support you. PwC's negotiation methodology is based on thorough planning, preparation, and execution.

Our services will not only influence the negotiation outcome for you, but also provide you with an upskilled team through our collaborative practices leaving you better prepared for any future negotiations your team may encounter.



# Our services

As part of the leading professional services firm in Korea, we know that value and experience are key ingredients for a successful partnership. No matter the size or scope of the deal or what industries or sectors you do business in, the PwC Global Negotiations Team would love to hear from you to see if we can help support you in negotiating the best outcome for your transaction.

---

## Negotiation preparation

---

- Review of existing commercial terms
- Review any relevant calculation information and supporting evidence
- Identify potential leverage
- Build negotiation team structure & define roles
- Map all relevant stakeholders to the negotiation
- Provide strategic advice on areas of judgment included in the use of key information
- Advise on 'readiness to negotiate' and prepare appropriate draft negotiation timetable

---

## Negotiation execution

---

- PwC can lead in-the-room engagement or provide in-the-room support
- Project manage the negotiation & provide regular reporting
- Prepare tactical advice for key meetings
- Centrally manage messaging & information flow
- Continue to gather intelligence throughout the entire negotiation process
- Provide strategic advice to your team throughout the process & recommendations at each decision point



# The advantages of using our Global Negotiations Team

**Experience  
and  
capabilities**



We know and understand contract negotiations and appreciate the sensitive nature of each opportunity. The team has experience working in both Korea and abroad, providing professional services to multiple types of companies, from international corporations to local institutions. The team knows the role it will play in providing strategic advice and tactical support throughout the negotiation, and it will bring this experience in combination with its knowledge of Korean business culture and the negotiations environment to provide you the best outcome for your business.

We also regularly work alongside general counsel (both internal and external) to help bridge the strategy between legal and finance teams.

**Agility**



Our professionals are prepared to operate in a virtual environment, if preferred, as that is a core competency, and we continue to make significant investments in emerging technologies, virtual communication platforms and staff training. We are agile and can pivot as required between onsite and virtual support.



## Leading Practices



We know what best practice preparation looks like and we have a framework for delivering it. We work with clients to establish a robust structure for the negotiation process, such as a swift and effective capture, filtration and consideration process for all relevant information (including risks), and advocate thorough and high quality planning and preparation, such as defining key information needed on the counterparty. We actively partner with our clients in all execution aspects of the negotiation, including face-to-face meetings, and provide specific coaching to client teams through rehearsals and simulations.

## Global Support



In the age of globalization, having access to specialized global resources when needed is critical for the success of many companies. Our Korea-based professionals have various deals, financial consulting, and auditing experiences from the US, Europe, and other parts of Asia to help influence the outcome of your negotiation. When global expertise from other regions is required, we can utilize our global network. Our professionals have the skills, knowledge and experience you require in pursuing your strategic outcomes. We can provide access to a diverse workforce that is highly skilled in multiple disciplines.

## Points of Contact

**Daniel Fertig, Partner**

Daniel.fertig@pwc.com

**Jong-Pil Kang, Partner**

Jong-pil.kang@pwc.com

[www.pwc.com/kr](http://www.pwc.com/kr)

S/N: 2308A-BR-031

© 2023 PwC Korea. All rights reserved. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

