



Commercial Value Rescue

Commercial Margin Optimization – The Power Brokers for Your Margin: Negotiation leverage that pays off

What it's about

In the automotive industry and manufacturing, price negotiations can make or break success. We optimize your margins at the three critical interfaces—without changing your processes, technology, or organizational structure. We're the negotiators who make the difference.

Our focus: Win the price. Get the price. Enforce the price.

Why companies choose us

Companies turn to us when a lot is at stake, priorities are unclear, and rapid progress is required.

Stakeholders are spread across functions, governance is in flux, and data is often fragmented. In situations like these, waiting for full transparency isn't an option. Business impact can't be delayed.

That's why we focus on what matters from day one: we identify the highest-priority initiatives and push them forward immediately—side by side with our clients.

As part of Alvarez & Marsal, we combine hands-on negotiation leadership with the foundational work required to make those negotiations successful. We align stakeholders, establish governance, define a clear target state, and create clarity in complex situations—while already delivering results.

We operate in true co-leadership with our clients, support cross-functional teams, and take an active role in the most important negotiations. Instead of spending months in preparation, we build momentum from the start.

Our approach is designed for complex, demanding industries like automotive, where negotiations directly impact profitability, resilience, and long-term competitiveness.

We support the full journey—from building the foundation to leading critical negotiations—with one goal: delivering **measurable results** fast and sustainably.





Your challenges

In Procurement:

01



Suppliers exploit market power and dependencies

02



Price increases are not challenged rigorously enough

03



Internal negotiation teams lack industry know-how or the time for tough negotiations

In Sales:

01



Customer price pressure leads to margin erosion

02



Value drivers are not communicated convincingly

03



Negotiation positions are conceded too early

In Aftermarket:

01



Spare parts and service prices are not enforced consistently

02



Costs and margins lack transparency

03



Customer resistance is not managed professionally

Our value add

We are automotive negotiators – with deep industry expertise, proven negotiation strategies, and experience from hundreds of successful engagements.



What we bring:

- Negotiation expertise: Years of experience in complex B2B negotiations
- Industry knowledge: We know the mechanisms, rules of the game, and leverage points in automotive and manufacturing
- Independence: As external power brokers, we negotiate without internal bias
- Results focus: Our success is measured by the price achieved—not by process changes

Our approach:

- No changes to your processes, technology, or internal operations
- Targeted intervention at the three critical interfaces: procurement, sales, aftermarket
- Measurable margin improvement through better pricing

How you benefit

Procurement — Win the price:

		
Sustainable cost reduction through professional supplier negotiations	Enforcing fair terms instead of accepting price pressure	Result: Reduced input costs and improved procurement margins

Sales — Get the price:

		
Securing appropriate selling prices with customers	Defending your value creation in negotiations	Result: Higher selling prices and protected margins



Aftermarket – Enforce the price:



Consistent execution of your pricing strategy in parts and service







Professional handling of price objections



Result: Improved aftermarket profitability

Your benefits at a glance

-  **Immediate, measurable results**
Margin improvement where it matters
-  **No internal disruption**
We work within your existing structures
-  **Proven expertise**
Trusted by OEMs and leading suppliers
-  **Scalable**
The concept transfers to all manufacturing industries

Ready for better pricing?

Let's activate your negotiation power. Contact us for an initial, no-obligation conversation.

CONTACT



Geng Wu
Managing Director

gwu@alvarezandmarsal.com



Robert Besl
Director

rbesl@alvarezandmarsal.com



Jan Friess
Director

jfriess@alvarezandmarsal.com



Lukas Mittelbach
Director

lmittelbach@alvarezandmarsal.com



ABOUT ALVAREZ & MARSAL

Founded in 1983, Alvarez & Marsal is a leading global professional services firm. Renowned for its leadership, action and results, Alvarez & Marsal provides advisory, business performance improvement and turnaround management services, delivering practical solutions to address clients' unique challenges. With a world-wide network of experienced operators, world-class consultants, former regulators and industry authorities, Alvarez & Marsal helps corporates, boards, private equity firms, law firms and government agencies drive transformation, mitigate risk and unlock value at every stage of growth.

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