

LEARNING ACTIVITY

'Negotiation Role play'

Ent-teach Unit 7 Exit Strategies



Description learning activity

This learning activity seeks to practice negotiation skills by carrying out several role plays, where two students negotiate with each other in front of the classroom. Three students get appointed to observe and give feedback. The rest of the class is the audience.

The teacher divides the class in five groups of five students (depending on the size of the class). Two students will negotiate based on the short role-description that was provided to them by the teacher. Three students will closely observe the two negotiating students and give feedback on what went well and what were points of improvement. They will get a handout to note their comments.

Step 1:

Divide the class into five groups of five students. Let them discuss the task division and present them the negotiation tips of Ent-teach unit 7: Exit Strategies (Annex 1).

- Student 1: Negotiator 1
- Student 2: Negotiator 2
- Student 3: Observer 1
- Student 4: Observer 2
- Student 5: Observer 3

Step 2:

Hand out the role description (one of the cards of Annex 2) to the two negotiation students in the five groups. The cards contain details on the deal that the negotiation student will have to try to make. Make sure they don't discuss their offers on beforehand! Hand out the observation sheet (Annex 3) to the three observers.

Give them 10 minutes to study their role and make notes (in silence).

Step 3:

Set up a table and two chairs in the front of the classroom for the negotiators and a line of three chairs for the 'jury' (the observers).

Let every group negotiate for 5 minutes (while the observers make notes), and give the three observers 5 minutes to give feedback.

Problem

The unit describes exit strategies and negotiation strategies. To become skilled in negotiations, students need to practise. After the students completed the Unit and self-assessment on Exit Strategies it is now time to put things in practise.

Timeline

This learning activity will take about 1 and a half hours to complete. This includes the introduction and explanation by teacher, executing step 1, step 2 and step 3 and the comments and summary by the teacher.

Target Audience

VET students who have completed the Exit Strategies Unit. The background (field of study) of the student is not an important factor.

Goal

Have students practise their negotiation skills and apply Harvey Mackay's Negotiating Strategies learned in Unit 7: Exit Strategies.

Learning outcomes

Using role playing for negotiation skills prepares participants to develop effective negotiation strategies in any situation. Students develop the skills and knowledge to use persuasive language and get essential information from the other party.

Evaluation

Based on the way the two negotiating student execute their role and the way the three observing students give feedback, the teacher can assess if the students understood the theory of the paragraph on Negotiation strategies within Unit 7: Exit strategies.

Technology

None needed. The teacher leads the session verbally.

Methods

- Verbal introduction by teacher.
- Step 1: group forming, study of negotiation tips and task division (using annex 1).
- Step 2: preparation of negotiation (using Annex 2 and 3).
- Step 3: negotiation role-plays.
- Summary by the teacher.

Team

This learning activity can be led by a single teacher

Resources

Annex A, B and C

Annex 1

Negotiation Tips

- TIP 1** Never accept any proposal immediately, no matter how good it sounds.
- TIP 2** Never negotiate with yourself. Once you've made an offer, if the other party doesn't accept it, don't make another offer. Get a counter offer. It's a sign of weakness when you lower your own demands without getting your opponent to lower theirs.
- TIP 3** Never cut a deal with someone who has to 'go back and get the boss's approval.' That gives the other side two bites of the apple to your one. They can take any deal you are willing to make and renegotiate it.
- TIP 4** If you can't say yes, it's no. Just because a deal can be done, doesn't mean it should be done. No one ever went broke saying 'no' too often.
- TIP 5** Just because it may look nonnegotiable, doesn't mean it is. Take that beautifully printed 'standard contract' you've just been handed. Many a smart negotiator has been able to name a term and get away with it by making it appear to be chiseled in granite, when they will deal if their bluff is called.
- TIP 6** Do your homework before you deal. Learn as much as you can about the other side. Instincts are no match for information.
- TIP 7** Rehearse. Practice. Get someone to play the other side. Then switch roles. Instincts are no match for preparation.
- TIP 8** Beware the late dealer. Feigning indifference or casually disregarding timetables is often just a negotiator's way of trying to make you believe he/she doesn't care if you make the deal or not.
- TIP 9** Be nice, but if you can't be nice, go away and let someone else do the deal. You'll blow it.
- TIP 10** A deal can always be made when both parties see their own benefit in making it.
- TIP 11** A dream is a bargain no matter what you pay for it. Set the scene. Tell the tale. Generate excitement. Help the other side visualize the benefits, and they'll sell themselves.
- TIP 12** Watch the game films. Top players in any game, including negotiating, debrief themselves immediately after every major session. They always keep a book on themselves and the other side.
- TIP 13** No one is going to show you their whole card. You have to figure out what they really want. Clue: Since the given reason is never the real reason, you can eliminate the given reason.
- TIP 14** Always let the other side talk first. Their first offer could surprise you and be better than you ever expected.

Annex 2

Role descriptions



Role 1	Role 2
<p>1 Buyer: You are trying to buy a leather jacket from a street trader in a foreign country. You really like the jacket, which is a good fit, well made and stylish. But you think the trader is asking too much. Can you negotiate an acceptable price for both of you? You have a maximum of 80€. You also have your credit cards. You also know that generally goods are half as costly in this country compared to your country. Decide what you want to pay and the tactics you will employ making concessions. A similar jacket in your country will cost about 130€.</p>	<p>1 Trader: You have sold seven of these jackets to foreigners in the last few days. The lowest price you received was 40€, the best prices 100€. Most foreigners did not even haggle with you. The jacket cost you 30€. You are determined to make a good profit on this deal.</p>
<p>2 Buyer: You want to buy a new washing machine. Visit the electrical appliance shop and see if the sales assistant will offer you a discount.</p> <p>You are budget-conscious, but respond positively if interest-free credit terms are offered.</p> <p>You can afford up to €50,- per month on credit payments.</p>	<p>2 Sales-assistant You are a sales assistant selling electrical appliances.</p> <p>You can offer the customer interest/free credit terms. The Miele Turbowash is on special offer at the moment, an includes a range of special features including special cold wash cycle and is only €319,-. (€26,60 per month for 12 months).</p>
<p>3 Tenant: You are meeting the landlord of a flat you are interested in renting. It is tiny and on a top floor without a lift but the situation is perfect for you and you are very keen.</p> <p>The asking price is €600,- per month; try to negotiate €450,-. You can eventually agree to €500,- if the electricity is included.</p>	<p>3 Landlord: You are a landlord meeting a prospective tenant for your studio apartment in Paris.</p> <p>The flat is very small and at the top of 4 flights of stairs (there is no lift). It has a living room/kitchen and one bedroom, plus a tiny shower room and toilet. You have been trying to get €600,- for this flat of 20 m², but now you are prepared to reduce that to €500,- if a reliable tenant presents themselves. The electricity bill is very low as the flat is well-insulated, so be prepared to include the costs of electricity in the rent if required in the negotiation.</p>
<p>4 Seller: You are selling your old bicycle at a car-boot sale. Although it cost €200,- it is now 8 years old and well-used. The minimum price you would like to accept is €50,-</p>	<p>4 Buyer: You have seen an interesting bicycle at a car boot sale. Negotiate a price with the seller; it looks like it would be worth at least €100,-, but obviously you would be happier to get it for cheaper than that.</p>
<p>5 Seller: You are a small market stallholder selling fruit and vegetables and it is 11.45 am. The market closes in 15 minutes. You have 20 melons left that are ripe and will not be good for sale by next market day, so you are keen to sell them. You paid 20 euro's for these melons and you don't want to accept less than that.</p>	<p>5 Buyer: You visit the market just before it closes as you need to buy 20 melons to provide a starter at a party you are hosting. Negotiate the price with the stallholder, bearing in mind that normally 20 melons of this quality costs at least €40,-</p>

Annex 3 Observation Sheet

Name Observer:

Name negotiator 1:

Role:

What went well?

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What could the negotiator improve to get a better result?

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Name negotiator 2:

Role:

What went well?

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What could the negotiator improve to get a better result?

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