



The Art of Negotiation

Scenario Description and Roadmap

Context of the story

The players are the representative of a communication service company called “Your best talk”. They are meeting a prospective client and have to convince them that “Your best talk” ’s service can answer their needs.

After 15 minutes for welcoming the players and briefing, the players have 30 minutes to find out the best combination to fit their service with the client needs, and 15 minutes for explaining their answer to the Game Master.



Global explanation

Phase A: Defining the team's assets

Objective: To identify the skills and strengths of each team member. The duration of this phase should be around 5 minutes.

Activity: The players list the specific skills of each team member (e.g. project management, web development, graphic design, etc.).

Expected result: A clear list of the skills and strengths of each member, which will be used to meet the client's needs. They should use post-it notes for each staff members.

Phase B: Understanding Customer Needs

Objective: To understand the customer's main and optional needs. The duration of this phase should be around 5 minutes.

Activity: The players are given a list of the customer's needs with an estimate of the time required for each need.

Expected outcome: A clear understanding of the customer's needs and the time required to meet them. They should split the needs between the mandatories and the optional, and write them down on post-it notes or a matrix on a white board.



Phase C: Matching needs and skills

Objective: To match the customer's needs with the team's skills. The duration of this phase should be around 5 minutes.

Activity: The players have to match each customer need with the skills of the team members.

Expected result: A table or list showing which team members can meet which needs, using a matrix such as:

		THEIR NEEDS	
		Optional	Mandatory
OUR SKILLS	Have	Financial follow-up 20d J. DUPONT 1 700 €/m	Project piloting 10d Comm' leaflets 15d F. MULLER 2 550 €/m J. EDOUARD 1 700 €/m
	Don't have	3D models 15d Translation in Japanese 5d	



Phase D: Calculation of Daily Rates

Objective: To calculate the costs associated with each team member and other expenses. The duration of this phase should be around 5 minutes.

Activity: The players calculate the daily rates for each team member, taking into account their salary and other costs (rent, equipment, etc.).

Expected result: A list of daily rates for each team member.

Phase E: Definition of scenarios and price range

Objective: To determine the possible scenarios and the price range for the service. The duration of this phase should be around 10 minutes.

Activity: The players apply the daily rates to the estimated durations for each requirement and calculate the total cost. They then define a price range, taking into account the company's usual margin and the minimum acceptable.

Expected result: A price range for the service and possible scenarios.



Debrief

Objective: To present the proposal to the client and discuss the options.

Activity: The game master asks the players to present their proposal to the client. An exchange follows to discuss the options and possible adjustments.

Expected result: A clear and convincing proposal for the customer, with solid arguments based on the previous phases. This structure allows the players to follow a logical process to understand the customer's needs, assess their team's skills, and formulate a competitive offer.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project code: 2023-2-LT02-KA220-YOU-0001831156

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