

Student A

Your name Will Hay
Occupation Managing Director
Company Spieling Inc, manufacturers of tennis equipment (racquets, balls, shoes, clothes)
History In the 1970s Spieling was a famous name and 2 world champions used your equipment
Profile Sales are low and the company badly needs new marketing ideas
Strategy To persuade the world's newest tennis star to promote your products (eg Magnus Lundstrøm)

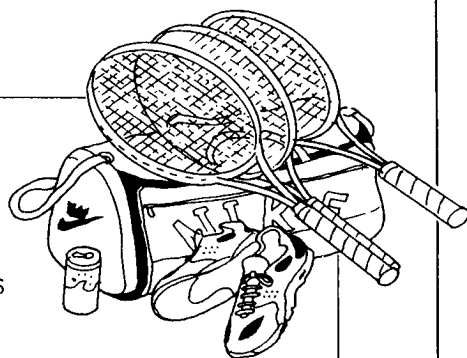
NEGOTIATING BRIEF

You can offer

- \$2 million over 3 years
- free equipment and good practice facilities
- publicity
- the chance of a career with the company when the player retires

You want

- exclusive rights for 5 years: Magnus must use only Spieling equipment and clothing
- 30 days a year of Magnus' time for promotional work (photographs, exhibition games, interviews and testing of equipment)
- to choose an agent to protect Magnus' 'image' (to manage press interviews and generally to look after him)



Student B

Your name Magnus Lundstrøm
Age 18 years
Occupation Tennis player, ranked No. 17 in the world (playing professionally for 18 months)
Interests Playing tennis; spending time privately. Managing your own business interests

NEGOTIATING BRIEF

You can offer

- excellent publicity (you expect to be one of the top five players in the world next year)
- 1 day a month for photographs, interviews or exhibition games (possibly two days in the winter months)

You want

- good practice facilities
- to continue to use the racquet you use at the moment (a Wilson)
- a percentage of sales (for products which carry your name)
- a two-year contract (not longer)
- some free time to yourself



Negotiation

Worksheet

40

ACTIVITY

Pairwork: speaking

AIM

To arrange a meeting and to negotiate the terms of a contract.

GRAMMAR AND FUNCTIONSSecond conditional: *would* and *could*

Making proposals, accepting and refusing

Arranging a meeting

VOCABULARYNegotiation: *to persuade*, *a two-year contract*, *a percentage of sales*, *exclusive rights*Tennis: *a racket*, *a player*, *to be ranked*, *a world champion*, *an exhibition game***PREPARATION**

Make one copy of the worksheet for each pair of students in the class. Cut out Student A and Student B sections as indicated.

TIME

40 minutes

PROCEDURE

- 1 Introduce the subject of tennis and sponsorship by asking the students who the leading tennis champions are at the moment. Ask other questions, like:
How much money do they make a year?
What do they have to do for it?
Who sponsors their equipment?
- 2 Tell the students that they are going to take part in a negotiation, but that first they need to arrange a time and place for the meeting.
- 3 Ask the students to work in pairs and divide them into Student A and Student B. Give each student the appropriate part of the worksheet. Ask students to read the profile at the top of their worksheet.
- 4 Ask the students to sit back-to-back, one Student A and one Student B. Explain that Student A (Will Hay) is going to telephone Student B (Magnus Lundström) to arrange a time to meet. Student A should also explain what the meeting is about but they should **not** discuss terms at this stage.
- 5 When they have done this, ask the students to study their negotiating brief for five minutes to prepare for the meeting.
- 6 Now ask students to sit face to face and, working in the same pairs, to negotiate the contract. Encourage them to keep discussing terms until they have reached an agreement. They can invent other options, not on the worksheet, if they wish.
- 7 Ask each pair to report back to the whole class on the results of their discussion.

FOLLOW-UP

Ask the students to write a short memo confirming the terms of the agreement which they have just reached.