



doi 10.5281/zenodo.8396627

Vol. 04 Issue 09 Sept - 2023

Manuscript ID: #01032

TEACHING MATERIALS ON PAINT SHOP BUSINESS NEGOTIATION

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ABSTRACT

This study investigates the negotiation process between a buyer from a small paint shop firm and a private healthcare service provider in Brazil engaged in retail commerce. The current study focuses on a case analysis of a private healthcare agreement in Brazil. The primary aim of this program is to enhance the negotiation skills of business negotiators, academics, and professionals. This finding is achieved via a role-play simulation involving two conflicting groups and many topic areas. The primary findings of the research emphasize the need to improve integrative strategies, which include understanding the underlying interests of the opposing party and creating value to achieve mutually advantageous agreements. The research findings suggest that the results have the potential for replication in many organizational settings, especially those that exhibit power imbalances. The present investigation culminates in a comprehensive examination and suggestions for further scholarly inquiry.

KEYWORDS

Negotiation; retail business; paint Shop Company; private health care service provider, teaching materials

Information Technology, buyer-seller negotiation, integrative, Type II Negotiation



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INTRODUCTION: -

This article analyzes a Type II negotiation (Dias, 2020) using a singular case study as the primary framework. The discussion included a buyer who acted on behalf of a cosmetics firm and a private healthcare service provider. Real names have been excluded to uphold ethical standards and safeguard the confidence of the persons involved. The field of negotiation has garnered significant scholarly attention in recent years (Dias & Duzert, 2017; Duzert & Zerunyan, 2015; Cohen, 1980; Sebenius, 1992; Dias & Lopes, 2019; Dias & Teles, 2018; Dias & Navarro, 2017; Dias, M. et al., 2020; Dias, M., 2018, 2020, 2019; Dias, M. et al., 2021; Susskind & Cruikshank, 1987; Raiffa, 1982; Ury, 2015; Fisher et al., 1981; Salacuse, 2008; Dias, 2020, 2020b, 2019; Moore, 2003; Susskind & Field, 1996).

Negotiation is defined as “a process of potentially opportunistic interaction by which two or more parties, with some apparent conflict, seek to do better through jointly decided action than they could otherwise.” (Lax and Sebenius, 1986, p.11)

The present research used the Four Type Negotiation Matrix taxonomy (Dias, 2020) to classify the negotiation process, as shown in Figure 1.



Figure 1: The Four-Type Negotiation Matrix. Source: Dias, 2020. Reprinted under permission

According to Figure 1, the current instance pertains to a Type II negotiation scenario, whereby two parties negotiate various topics. In the following part, we will now proceed to expound upon the research methodologies used and acknowledge the study's inherent limits.

RESEARCH LIMITATIONS AND METHODS:-

The study used an interpretive methodology using an inductive reasoning framework. The primary focus of investigation in this research is acquiring private healthcare plans as the unit of analysis following Yin (1988). In addition, various research methodologies have been used, including direct observation, direct interaction, and case studies. The present matter is also supported by the dramaturgical theory proposed by Goffman (1959, 1961). The present case study is confined to the buyer-seller talks between two parties in Brazil, including various subjects. Conducting independent

investigations must be considered when analyzing and addressing any misunderstandings arising from various nations' diverse negotiation methods and procedures.

THE NEGOTIATION FOR THE ACQUISITION OF THE PRIVATE HEALTHCARE

PLAN:-

The buyer, representing Casa das Tintas, a paint shop store, is an actively involved entity within the municipal framework of Brazilian municipalities. The store is headquartered in Vitória-Espírito Santo, located in southeastern Brazil. Currently, 68,694 active companies are operating within this framework, serving a population of 369,534 inhabitants. The company employs 30 individuals and maintains a union-affiliated outpatient plan with Samp, a healthcare provider under Athena Saúde's umbrella. Samp has been operational for 30 years, serving the cities of Vitória, Vila Velha, Serra, Cariacica, and Cachoeiro de Itapemirim. With a beneficiary count exceeding 267,000, Samp operates exclusive facilities to cater to its clientele.

LESSONS LEARNED:-

Unfortunately, the contracted company's track record of exceptional achievement was notable, and unanticipated circumstances, such as the current outbreak, were beyond our capacity to predict. Hence, enhancing the forthcoming announcement by including details about a domestically traded item is advisable. This modification would augment the competition level among firms engaged in the private healthcare industry.

IMPLICATIONS AND DISCUSSION: -

(i)The buyer-seller negotiation is configured as a Type II Negotiation (Dias, 2020). The case has implications in the following fields of study, such as (i) Military buyer-seller negotiations (Dias et. Al, 2022); (ii) negotiations with agents (Araujo, C.; Dias, M., 2022; Correa, Teles, Dias, M., 2022; Dias & Navarro, 2018); (iii) NGOs negotiations (Paradela, V.; Dias, M.; Assis; Oliveira, J.; Fonseca, R. (2019); (iv) generational interactions negotiations (Aylmer & Dias, M., 2018); (v) Brewery industry (Dias, M. and Falconi, 2018; Dias, M., 2018); (vi) business mediation (Dias, M., 2018); (vii) civil aviation industry (Dias, M., Teles, and Duzert, 2018; Dias, M. and Duzert, 2018); (viii) buyer-seller, retail business (Dias, M. et al., 2015; Dias, M. et al., 2015, 2014, 2012); (ix) carmaker industry (Dias, M., Navarro and Valle, 2013, Dias, M. , et al., 2014; Dias, M. , et al., 2013); (x) streaming video industry (Dias, M., & Navarro, 2018); (xi) mining industry (Dias, M., & Davila, 2018); (xii) two-party debt collection negotiations (Dias, M., 2019, 2019b; Dias, M. and Albergarias, 2019); (xiii) civil construction negotiations (Dias, M., 2016); (xiv) internal negotiations (Dias, M., Pereira, L; Vieira, P., Pan, J., 2022); (xv) interbank negotiations (Dias, M.; Pereira, L; Vieira, P., 2022); (xvi) corporate business negotiations (Silva. G.B., Dias, M., 2022; Silva. G.B., Melo, R.C, Dias, M., 2022); (xvi) Vieira, P., Dias, M., 2022; Vieira, S.; Dias, M.; Silva, G.B.; Dias, L., 2022), for example.

FUTURE RESEARCH

In order to further scholarly inquiry, it is strongly recommended that future research endeavors focus on examining negotiation Types I, III, and IV. We suggest exploring various forms of talks conducted in different nations, including private discussions, as an illustrative example.

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APPENDIX I

Teaching notes

The case, as mentioned above, illustrates the difficulties faced by the parties involved as they endeavored to avert the cancellation of a software contract, which may potentially lead to financial repercussions. When analyzing foreign countries, it is essential to consider their distinct legal systems and special issues, which include divergences in negotiation protocols. In the realm of negotiations, it is advisable for the parties concerned to assign a time frame of 30 minutes to 1 hour to review the case and engage in comprehensive preparation. Negotiation mapping is strongly advised as an additional tool to enhance the preparatory phase of talks. It is recommended that a negotiating session lasting between 30 minutes and 1 hour be undertaken, followed by a debriefing session lasting between 30 minutes and 1 hour.

The exercise necessitates a time commitment spanning one and a half to three hours. The following are the key lessons that may be derived from the given information: The main objectives include the shift from distributive negotiations to integrative negotiations, the identification and prioritization of underlying interests, the demonstration of empathy towards each other, and the effective generation of mutual value for subsequent distribution.

This role-play main objective is to examine legal practitioners' participation in a distributive negotiation of Type I. Negotiation is seen as a non-intrusive undertaking to promote consensus-building between two separate parties rather than causing disturbance. One primary objective is the management and regulation of processes.

MAIN FEATURES	
Time required	1 hour – 2 hours
Number of participants	2 parties, buyer and seller
Groups involved	No
Agent present	No
Third part present	No

PART 1
CONFIDENTIAL INFORMATION FOR THE
◆◆ BUYER◆◆

You are the Representative of Casa das Tintas, headquartered in the city of Vitória – ES, you are an active and integral part of the Brazilian municipalities, counting today with 68,694 active companies, in addition to a population of 369,534 inhabitants. His company has 30 (thirty) employees and has an outpatient plan of the union with the health company Samp, which is part of Athena Saúde, operating for 30 years in the cities of Vitória, Vila Velha, Serra, Cariacica and Cachoeiro de Itapemirim, having more than 267 thousand beneficiaries and has its own exclusive units for care.

Meanwhile, Casa das Tintas - which has three partners, tasked him with negotiating a new health plan for the company. The 30 employees are in the range of 0 to 43 years of age. The current situation of the Casa das Tintas health plan is shown in Table 1, as follows:

Table 1 – Values practiced by Samp

House of Paints	Lives	Unit price	Total monthly amount (R\$)	Total annual value (R\$)
Employees	30	124,00	3.720,00	44.640,00
Partners	3	1.000,00	3.000,00	36.000,00
TOTAL	30		6.720,00	80.640,00

You have heard many complaints about the lack of coverage of the plan, with deficient network of points of medical care, network coverage, availability of doctors, in short, a dissatisfaction with the existing plan.

Among all the existing alternatives in Vitória, you know that the one that has the best coverage is Unimed, but you are afraid that the price and negotiated conditions are above your budget, because quality is expensive.

Even more, his leadership - the partners of Casa das Tintas, after the end of the MBA in Management: People and Leadership, held at **MMurad** in Vitória, realized that it is not enough to have only one outpatient health plan. They believe in a paradigm shift in the company's strategy, which can be much more profitable if its employees have a better health plan, and bet on a long-term increase in productivity.

Therefore, they entrusted you with the task of negotiating with Unimed, in search of better services, authorizing you to negotiate up to the limit of R\$ 148.00 per employee and R\$ 1,000.00 per partner. Therefore, its ZOPA is between R\$ 127.00 and R\$ 148.00 per employee, for a total of 30 employees. You have the autonomy to close the deal on those bases.

Finally, you need to negotiate a new contract with the Unimed representative, who has been looking for you for some time and whose contact had recently resumed. To complicate matters, you've

been at Casa das Tintas for less than a year and it's the first time you've been going to have a contract like this.

Get ready to negotiate with the Unimed sales representative.



PART 2
CONFIDENTIAL INFORMATION FOR THE
◆◆ SELLER◆◆

You are the Commercial Representative of Unimed, which recently received the consultation of the representative of Casa das Tintas, headquartered in the city of Vitória – ES, is an active and integral part of the framework of Brazilian municipalities, counting today with 68,694 active companies, in addition to a population of 369,534 inhabitants.

Casa das Tintas has 30 (thirty) employees and has an outpatient plan of the union with the health company Samp, which is part of Athena Saúde, operating for 30 years in the cities of Vitória, Vila Velha, Serra, Cariacica and Cachoeiro de Itapemirim, having more than 267 thousand beneficiaries and has its own exclusive units for care.

Casa das Tintas has three partners and 30 employees who are in the range of 0 to 43 years of age. The current situation of the Casa das Tintas health plan contract is shown in Table 1, as follows:

Table 2 – Values practiced by Samp

House of Paints	Lives	Unit price	Total monthly amount (R\$)	Total annual value (R\$)
Employees	30	124,00	3.720,00	44.640,00
Partners	3	1.000,00	3.000,00	36.000,00
TOTAL	30		6.720,00	80.640,00

The representative of Casa das Tintas, on the phone, let slip that his staff is dissatisfied with the lack of coverage of the plan, with deficient network of medical care points, network coverage, availability of doctors, in short, they want a better plan.

You know that Unimed has a much higher quality of services than the competitor and that this is expensive. I also learned, through a colleague who attended the MBA in Management: People and Leadership, held at **MMurad** in Vitória, that the partners of Casa das Tintas were students and that they were excited about everything they learned in the course, changing their perspective on the company's human resources management, directly impacting the benefits policy of Casa das Tintas.

You have heard that they now believe in a paradigm shift in the company's strategy, which can be much more profitable if their employees have a better health plan, and bet on a long-term increase in productivity.

You have the autonomy to offer the limit of R \$ 144.00 per employee and R \$ 1,000.00 per member. Therefore, its ZOPA is between R\$ 127.00 and R\$ 144.00 per employee, for a total of 30 employees. You have the autonomy to close the deal on those bases.

Finally, you need to negotiate a new contract with the representative of Casa das Tintas, who sought you out some time ago and whose contact had recently resumed. To complicate matters, you need to hit your goal and see Casa das Tintas as an opportunity for great business.

Get ready to negotiate with the representative of Casa das Tintas.

