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TEACHING MATERIALS ON WAREHOUS ECONSTRUCTION NEGOTIATION

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ABSTRACT

This study investigates the negotiation process between a buyer from an industrial warehouse in Brazil and a locksmith service provider. The current study focuses on a case analysis of a retail business agreement in Brazil. The main objective of this curriculum is to improve the negotiating abilities of corporate negotiators, academics, and professionals. This discovery is attained via a role-play simulation encompassing two opposing factions and covering various subject areas. The study highlights the need to enhance integrative tactics, which include comprehending the underlying interests of the opposing party and generating value to attain mutually beneficial agreements. The study's findings suggest that the obtained results hold promise for replication across various organizational contexts, particularly those that exhibit power asymmetries. The current study concludes with a thorough analysis and recommendations for future academic research.

KEYWORDS

Negotiation; retail business; industrial warehouse; locksmith service provider, Teaching materials

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



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INTRODUCTION: -

The primary emphasis of this article is a case study that examines the negotiation of a commercial contract between two private firms. This case study is considered the central unit of analysis, following the methodology proposed by Yin (1988). The colloquium occurred at Colatina, a municipality in the southern area of Brazil; the firms' names and the participants' identities were modified in the study to ensure confidentiality for compliance reasons. Nevertheless, it is essential to acknowledge that the situation mentioned earlier is genuine, and the negotiation process reached its culmination in the latter part of 2023. The article provides a comprehensive collection of instructional materials and suggestions (see Appendices II and III for more details). This undertaking aimed to provide a comprehensive collection of educational resources related to negotiating software contracts. This compilation's primary objective is to assist persons across several disciplines, including education, research, law, academia, training, mediation, policy-making, and industry.

In recent scholarly discourse, there has been a notable focus on teaching materials (Dias et al., 2020; Dias, 2020, 2019; Dias & Lopes, 2019; Dias & Teles, 2018; Dias & Duzert, 2017; Dias & Navarro, 2017). However, it is essential to note that there is no commercial negotiation within the context of a locksmith retail firm called "Sell-er." 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 current study used the Four Type Negotiation Matrix taxonomy (Dias, 2020) for the purpose of categorizing the negotiation process, as seen in Figure 1.



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

Based on the information shown in Figure 1, the current situation may be classified as a Type II negotiation scenario, characterized by the involvement of two parties engaging in negotiations on many themes. In the following section, we will continue to elaborate on the research methodology used and recognize the inherent limitations of the study.

RESEARCH LIMITATIONS AND METHODS:-

The research used an interpretative approach, using an inductive reasoning framework. The central area of inquiry in this study pertains to examining private healthcare plans as the fundamental unit of analysis per the framework proposed by Yin (1988). Furthermore, various study approaches have been used, including direct observation, direct engagement, and case studies. Goffman's (1959, 1961) dramaturgical theory further substantiates the current issue. The scope of this case study is limited to the negotiations between a buyer and a seller in Brazil, including a range of topics. The consideration of conducting independent investigations is crucial in analyzing and resolving misconceptions that may arise from the differing negotiating tactics and processes used by different countries.

THE NEGOTIATION FOR THE ACQUISITION OF THE PRIVATE HEALTHCARE PLAN:-

The buyer, representing the industrial warehouse, 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 case is described in the Appendix II.

LESSONS LEARNED:-

Regrettably, the contracted company's history of outstanding performance was noteworthy, and unforeseen situations, such as the ongoing epidemic, were beyond our ability to foresee. Therefore, improving the upcoming announcement by including specific information on a locally traded commodity is recommended. This adjustment would enhance competition among enterprises operating within the private healthcare market.

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, 2023a; Dias et. Al, 2022); (ii) negotiations with agents (Araujo, C.; Dias, M., 2022; Dias, 2023b; 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

To further academic investigation, the subsequent research attempts should prioritize the examination of negotiation Types I, III, and IV. As an exemplification, it is recommended to investigate many types of dialogues held in various countries, including both public and private conversations.

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APPENDIX I

Teaching notes

As mentioned earlier, the scenario exemplifies the challenges encountered by the parties involved in preventing the termination of a software contract, which might result in financial consequences. When analyzing foreign nations, it is essential to consider their unique legal frameworks and specific concerns, which include variations in negotiating processes. Within the context of negotiations, it is recommended that the involved parties allocate a designated period ranging from 30 minutes to 1 hour to examine the case and engage in complete preparation thoroughly. Negotiation mapping is highly recommended as a supplementary instrument to augment the preliminary stage of negotiations. It is advisable to engage in a negotiation session ranging from 30 minutes to 1 hour and conduct a debriefing session between 30 minutes and 1 hour.

The workout requires a time commitment ranging from 90 minutes to 180 minutes. The provided information yields many significant lessons that may be extracted. The primary goals include

- the transition from distributive negotiations to integrative negotiations,
- the discovery and prioritization of underlying interests,
- the display of empathy towards one another, and
- the efficient creation of mutual value for later allocation.

The primary purpose of this role-play is to analyze the involvement of legal professionals in a distributive negotiation of Type I. Negotiation is often seen as a non-intrusive endeavor aimed at fostering consensus-building between distinct parties rather than engendering disruption. One key goal is the effective administration and control of various processes.

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

PART 1
CONFIDENTIAL INFORMATION FOR THE
◆◆ BUYER◆◆

You are the Buyer who has issued an urgent order for materials, as shown in the table below, for the implementation of the shed in your city. You requested the utmost urgency for the acquisition of the items shown in Table 1, as follows:

Table 1 - List of Buyer's items obtained from the competition

Description	Qty	Unit price	Total value
150 x 50 x 17 LAG	200	230,00	46.000,00
Anglebracket GAL - 1 1/4 x 18	120	90,00	10.800,00
75 X 40 sm GAL (14)	80	150,00	12.000,00
Pre-painted tiles - white color (0.43mm): 20 pc of 7m, 15 pc of 6m, 20 pc of 4.5m, 7 pc of 2.8m	400 m2	267,50	107.000,00
ACM 20 pieces brushed gold 1.5 x 5	20	630,00	12.600,00
GAL Round Bar 3/8"	30	80,00	2.400,00
TOTAL			190.800,00

You informed that you needed this material, including bars, tiles and angles, to build a shed, with all the budget assembled and affordable price for delivery in 15 days.

You said you would like to pay \$ 185,000.00, but you have a budget for \$ 190,000.00. You need the parts for 15 days from now, but you can wait even up to 20 days (don't tell the seller yet). You said that you had already bought with Casa do Serralheiro a long time ago and were well attended, therefore, you thought you would be well served now.

You were a customer of a preferred salesperson in the competition, but he left the company and you were never well served again. However, you were alerted by a customer that the company was failing deliveries, but you didn't believe it. He decided to go on his own, after all: "One request is not the same for everyone," he said.

You are willing to do anything to close this request and please your boss, who has entrusted you with the mission of building the shed in order to inaugurate it on the birthday of the boss's daughter, in a short time.

At the same time, you accept suggestions for improvement of the order by the seller if they are clear, concise and that will help you in the task, either including optional items, or in the matter of delivery and forms of payment. Therefore, trading involves (1) Prices; (2) Items, (3) form of delivery and (4) forms of payment.

Prepare to negotiate with the Seller.



PART 2
CONFIDENTIAL INFORMATION FOR THE
◆◆ SELLER◆◆

You are the Seller of the Locksmith's House. You have received an urgent request for materials, as shown in the table below, for the implementation of the shed in your city. The client requested the utmost urgency for the acquisition of the items shown in Table 1, as follows:

Table 2 - List of Buyer's items obtained from the competition

Description	Qty	Unit price	Total value
150 x 50 x 17 LAG	200	230,00	46.000,00
Anglebracket GAL - 1 1/4 x 18	120	90,00	10.800,00
75 X 40 sm GAL (14)	80	150,00	12.000,00
Pre-painted tiles - white color (0.43mm): 20 pc of 7m, 15 pc of 6m, 20 pc of 4.5m, 7 pc of 2.8m	400 m2	267,50	107.000,00
ACM 20 pieces brushed gold 1.5 x 5	20	630,00	12.600,00
GAL Round Bar 3/8"	30	80,00	2.400,00
TOTAL			190.800,00

The Buyer informed that he needed this material, including bars, tiles and angles, for the construction of a shed, with all the budget assembled and affordable price for delivery in 15 days.

The buyer informed that he would like to pay R \$ 185,000.00. The Buyer does not disclose, but implies that the competition has proposed this discount for cash payment. You need to calculate, then, how much price you could make for the buyer, but you don't know if this value is true or not. However, you know that the competitor can only deliver these parts in ten days and you would be able to deliver in 15 (fifteen) days, according to the buyer's request.

The buyer said that he had already bought with Casa do Serralheiro a long time ago and was well attended, therefore, he thought he would be well served now.

This type of customer reveals an opportunity for loyalty, because the buyer had his preferred seller in the competition, but he left the company and was never well served. However, he was alerted by a customer that his company was failing to deliver but did not believe it. He decided to come on his own, after all: "One request is not the same for everyone," he said.

You know the importance of this customer to your portfolio and think that if you make a great deal, you can have a great customer for future sales. You have been losing some sales to the competition and this order came at the right time. You are willing to do anything to close that order and please the customer. You can count on the support of your Supervisor. Because you are a good prospect, maybe you can not get a special condition in order to serve you?

At the same time, you know that you can improve your customer's order, either by including optional items, or in the matter of delivery and forms of payment. Therefore, trading involves (1) Prices; (2) Items, (3) form of delivery and (4) forms of payment.

Prepare to negotiate with the Buyer.

