

**Role Play**

**The Football Transfer:**

Role of the Player

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General Information (Available to All Parties)

There are four parties in this negotiation:

1. The Footballer – David Sosa
2. The Footballer’s Agent – Jeremy Manuel
3. The CEO of the Greenpark football club – Anna Smith
4. The Coach of the Greenpark football club – Adam Knight

This negotiation concerns the future of David Sosa, a 26 year old Spanish football player. David has been playing for the last nine years as a midfielder and for the last two years as the team captain for Greenpark, the most prestigious football club in England. The club’s historic training grounds and stadium is located in the north of the country, five kilometers from the city of Manchester. Although historically a top-ranked team, the club has not won any major trophies for the last two years, causing discontentment among the players and fans.

David joined Greenpark at the age of 17 and made it big in the sport relatively early. He was promoted from the junior team to the first team by legendary Coach Adam Knight at the age of 19 with the support of CEO Anna Smith. Now at the age of 26 David is the star player at the club and widely regarded as one of the top players in the world. He came in fourth in the FIFA Ballon d'Or, considered the most prestigious individual award in world football, even though he had a serious knee injury that kept him out of action for nearly four months. During that time Smith and Knight paid regular visits to his home to check in on him, reflecting their close personal relationship with David.

Garcia FC, the biggest club in Spain, has approached David’s celebrity agent Jeremy Manuel, asking whether the player would be willing to move to Spain for a fresh challenge. The offer to play as a midfielder for Garcia FC is an attractive one (including doubling David’s salary from £125,000 a week to £250,000 a week) and it is time to re-negotiate David’s contract with Greenpark. If an agreement is not reached in this negotiation, David will leave Greenpark for Garcia FC.

The Negotiation Process

This will be a team negotiation, with the player (David Sosa) and his agent (Jeremy Manuel) on one side, and Greenpark’s CEO (Anna Smith) and coach (Adam Knight) on the other side.

In addition to the general information above (which everyone has), please study your individual role materials carefully. *You may not show your role materials or disclose your specific point payoffs to any other participants in the negotiation, and that includes your other team member!*

Exhibit 1

Top 15 Footballers with Highest Salary in 2015-16 Season

|  |  |  |  |
| --- | --- | --- | --- |
| NO# | PLAYER | WEEKLY | YEARLY |
| 1 | Alex Martens (Gondor United) | £290k\* | £15.2m after tax |
| 2 | Nico Novak (Rivendell FC) | £276k\* | £14.7m after tax |
| 3 | Carter Smith (Lilliput FC) | £252k | £13.1m |
| 4 | Haruto Cheng (Narnia Athletic) | £251k | £12.9m |
| 5 | Youssef Maria (Hogsmeade FC) | £249k | £12.7m |
| 6 | Enrico Krishna (Hogsmeade FC) | £247k | £12.3m |
| 7 | Adamu Amir (Neverland United) | £243k | £12.1m |
| 8 | Henry Al-Hamad (Rivendell FC) | £239k | £11.9m |
| 9 | John Johanson (Shire United) | £237k | £11.8m |
| 10 | Louis Saqr (Rivendell FC) | £235k | £11.7m |
| 11 | Mohamed Mendoza (Gondor United) | £231k | £11.5m |
| 12 | Samir Novak (Lilliput FC) | £228k | £11.3m |
| 13 | Edwin Nwosu (Shire United) | £225k | £11.1m |
| 14 | Tariq Takahashi (Narnia Athletic) | £221k | £10.9m |
| 15 | Chibuzo Chikere (Camelot FC) | £186k | £9.7m |

\*Only Alex and Nico are paid “after tax” salaries, apart from them all players have normal before tax contracts. These salary numbers also include some performance clause bonuses and incentives and real salaries might be lower than what are quoted in the media.

Exhibit 2

Top Transfer Values in 2016

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Player | Club | Age | Ctr | Position | Value |
| 1 | Nico Novak | Rivendell | 28 | 2018 | Fw | £197m |
| 2 | Henry Al-Hamad | Rivendell | 23 | 2018 | Fw | £120m |
| 3 | Chibuzo Chikere | Camelot | 24 | 2020 | Am | £102m |
| 4 | Alex Martens | Gondor | 30 | 2018 | Fw | £89m |
| 5 | Hans Joost | Shire | 22 | 2020 | Fw | £71m |
| 6 | Rick Golding | Hogsmeade | 21 | 2020 | Fw | £70m |
| 7 | Hans Gris | Narnia | 24 | 2020 | Fw | £69m |
| 8 | Louis Saqr | Rivendell | 28 | 2019 | Fw | £67m |
| 9 | Enrico Krishna | Hogsmeade | 27 | 2019 | Fw | £64m |
| 10 | Araquem DeGol | Olympus | 27 | 2018 | Fw | £63m |

Exhibit 3

Top 10 Spending Clubs in 2015 Transfer Window

|  |  |  |
| --- | --- | --- |
| NO# | Club | Value spent |
| 1 | Hogsmeade FC | £140m |
| 2 | Lilliput FC | £98m |
| 3 | Narnia Athletic | £96m |
| 4 | Gondor United | £95m |
| 5 | Atlantis Rovers | £88m |
| 6 | El Dorado City | £80m |
| 7 | Rivendell FC | £77m |
| 8 | Avalon FC | £62m |
| 9 | Camelot FC | £61m |
| 10 | Olympus United | £59m |

Role of the Player (David Sosa)

You are David Sosa, a football player with a contract about to expire with Greenpark. Your agent Jeremy Manuel has just texted you from Spain, informing you of an offer from Garcia FC. He is now on his personal chartered plane to England to prepare the Greenpark negotiation with you.

Although in principle you would be open to moving back to your home country, you don’t want to throw away the reputation that you have built for yourself in England. Greenpark and their fans have given you everything you ever dreamed of – football glory, fame, money, and their uncompromising faith and support during good and bad times. You have always been a top performer at Greenpark, and making a change when you are at the peak of your career is risky. You have witnessed again and again great players move to another club just to fail to adapt to the new environment and never regain their old form.

You will first have a discussion with Jeremy Manuel, your agent, with whom you have a great relationship. Jeremy is one of the top sports agents in the world and he has represented you since you were a teenager. You are extremely grateful for everything he has done for you. Jeremy was one of the first to believe in you, took you under his wing and gave you a lot of great career advice. Even if your girlfriend Marina keeps saying bad things about him and keeps on bugging you to fire him, you really like Jeremy and feel a debt of gratitude. However, if you find yourself in the unenviable position where you are forced to choose between the two, you will, of course, choose Marina, who you intend to propose to soon after this negotiation.

At the time the initial contract with Greenpark was signed, Jeremy singlehandedly secured a teenager like you an unprecedented contract with the club that you loved. Had you failed to blossom or gotten injured, you would still have been covered economically for the rest of your life. Although it was a good decision at the time, it kept your current salary well below your market value. While the contract duration of nine years seemed like a great accomplishment at first, it prevented your salary from growing as you became a star.

You note down the key factors in your decision that you would like to discuss with Jeremy.

1. Your current salary is a £125,000 a week, which is pretty low and does not recognize your current value. You are not a greedy person but do feel you deserve a higher salary. Considerably less talented players at other teams are better paid than you are! However you do not care much about getting much more than £250k/week, which is what Garcia FC is offering you. You feel that is about your market value and if Greenpark pays the same, you are content. More money is good, but not that much more as it takes money away from investing in a great team. Also, if one player makes so much more than his teammates it makes it harder for the team to have the winning attitude, unity, and good atmosphere that you want to help create.
2. Although best known as a prolific goal scorer, you are a natural playmaker and prefer your current midfield position on the team at Greenpark. In your offer from FC Garcia you would also play as a midfielder. You know you can make the biggest difference for your team if you are able to create goal opportunities for others as well as scoring goals yourself when the opportunity arises, and that means being positioned in midfield rather than as a striker. Flashy goals make for great YouTube videos but it is team play that wins games. If you were asked to play as a striker by your coach, this would be a big and risky decision for you, since you may not adapt well to the position and who knows what could happen next. You would still do it and maybe even could do it well, but transitioning from midfield to striker is a challenging task. It requires a few different skills, which you are not sure if you currently possess at a level to be among the best in the world. If you were ever to agree to be a striker, you would do it for the team and would want to be placed in that position 100% of the time to quickly learn and develop the skills to be one of the best in the world at it.
3. Greenpark has been unable to compete for major trophies lately. You would like assurances that the club will invest serious money in bringing more top players to the team. You believe that if the club would spend £100 million over the summer they could bring in more star players and build a really competitive team at a local and international level. Since you already have a lot of money, your motivation is to win at all costs. You became a player because you are a competitive individual who want to leave a mark in the legacy of the teams you play for and that means winning lots and lots of trophies. Nowadays trophies come only if you have great teams. Thus, such level of investment would make a huge difference to you in this negotiation as it would signal a serious commitment to creating a winning season. A more modest budget of £75 million will not be enough to bring in great players and another superstar to compete at the highest levels and £50 million would show no real commitment to building up the team.
4. Your longtime girlfriend Marina is a talented fashion designer and feels that her career is suffering in Manchester. She has a job offer in Milan and you are afraid that if she moves to Italy that will spell doom for the relationship, as you have seen happen with some of your peers who have promised that distance would not impact their relationships, just to see each and every one of them fall apart within six months. As such, you want all the help you can get here and you want Greenpark to talk to their apparel sponsor and get her a senior role in that company in London so that she will stay here with you in the U.K. This is particularly important, since she has been by your side from the beginning, when you were just starting out, and there is no one you trust more. She’s your soulmate and you intend to propose to her right after your new contract is signed, be it with Greenpark or Garcia FC.
5. As your official agent, you trust Jeremy and his expertise to do what is best for you. You prefer him to take the lead in the discussions with Greenpark, as these negotiations are really stressful. If you feel comfortable with Jeremy during your preparation, you may even choose to have Jeremy negotiate alone on your behalf. He proved in the past that he can bring you a great deal all by himself, since you were not with him in your previous contract negotiation. However, you are now more experienced and your career is on the line, so you would otherwise prefer to be present or at the very, very least be consulted before a decision is made. In the extreme, you do have the right to fire Jeremy since he works for you, although you would be very reluctant to do such a thing. In the event that you choose to fire Jeremy, the deal does not require his consent.

Before negotiating with Greenpark CEO Anna Smith and Coach Adam Knight, you will first have a preparation meeting with Jeremy.

David’s Point Payoff Structure

Below is your point system, which you should not show to anyone. The total value to you from the **Garcia FC offer is 11 points**, so to make a deal you want at least 11 points from your negotiation with Greenpark summing your points from all of the issues below.

|  |  |  |
| --- | --- | --- |
| **NEGOTIATION ISSUE** | **OPTION** | **POINTS FOR****YOU** |
|   |   |   |
| Weekly salary | £125,000 | -1 |
|   | £200,000 | 0 |
|   | £250,000 | 3 |
|   | £275,000 | 3.5 |
|   | £300,000 |  4 |
|  |  |  |
| Playing position | Plays as striker in all games | 2 |
|   | Plays 75% of games as striker and 25% as midfielder | 0 |
|   | Plays 50% of games as striker and 50% as midfielder | 0 |
|  | Plays 25% of games as striker and 75% as midfielder | 0 |
|   | Stays as midfielder 100% of the time | 4 |
|   |   |   |
| Club investment in new players | 100 million | 6 |
|   | 75 million | 1 |
|   | 50 million  | -1 |
|   |   |   |
| Marina gets London job | Yes | 2 |
|   | No | -2 |
|   |   |   |
| Relationship w/ Jeremy | Terminated/Jeremy quits or is fired | -3 |
|   | Jeremy remains David’s agent | 1 |
|   |   |   |
| **David’s total points:** |   |   |

**After you have finished the negotiation, calculate the total points that you have scored in the table above, based on the options you decided on in the final agreement with your counterparts. Add up your total points across all issues and provide this single number to your negotiation group’s CEO. The CEO will then complete the group’s outcome form and provide this to the course instructor. If you failed to reach a deal, you receive 11 points based on your offer from FC Garcia as noted above, and this is the number you should provide the CEO.**