

# Learn Negotiation Skills Playing a Video Game



# WHAT IT IS



Negotiation is an **absolutely critical** part of your company's success

Everyday, your employees negotiate and come to agreements.

Knowing this, we created Merchants, a unique learning experience combining an in-depth course (over ten hours playing time), a virtual-world simulator and a thrilling video game played to understand, practice and learn to negotiate.

Employees assume the role of a 15th century Venetian merchant and are immersed in a competition to grow a maritime trading company, with the goal of being the most successful merchant. Players meet historical figures like Leonardo da Vinci and Machiavelli while learning to negotiate and, as they build financial resources, purchase

ships, establish trade routes and deal in valuable commodities.

Players feel like they are negotiating with a real person, and get ongoing and fully personalized feedback. The feedback allows them to learn based on their own decisions, strategies and mistakes. Importantly your employees learn how to negotiate in a safe and risk free environment, which promotes truly effective learning.

Merchants has been played enthusiastically by tens of thousands of employees from some 400 companies, and 99% of them recommend it and say its tips and tools have real world application.



# WHAT YOU GET



## What will employees learn from this course?

- Build trust and create long-term successful alliances
- Understand the other party's interests
- Avoid negotiating traps
- Techniques to increase your negotiating power
- Change competitive negotiations into collaborations
- Tools to increase the size of the pie
- Keys on how to prepare and communicate so your proposals have greater impact
- Because of in-game personalized feedback, skills mastery well beyond that realizable even in a classroom session
- Cost-effectively provide consistent skills learning across dispersed geographies
- Increased staff creativity and skill which leads to cost savings and revenue generation
- An enhanced employee mind-set oriented towards long-term collaborations
- A well-deserved reputation as a forward-thinking provider of cutting-edge training solutions

## What will the company gain?

- High levels of employee completion and engagement (and fun!)

- Over 15 hours of playing time
- Available in English, German, French, Portuguese and Spanish
- Track the activity and progress of each participant
- No software installation. Cloud based
- Only Internet access and Flash Player required

# CONTENTS



## Course: General

- A virtual mentor who offers master lessons conveying key instructive points
- Several readings to complement the mentor lessons
- Six negotiating cases conveying critical negotiation tips and techniques

## Course Section I: Understanding

### Case: Resolve a client conflict

- The fundamentals of a negotiation
- Keys to building trust
- How to avoid common mistakes

## Course Section II: Information and Interests

### Case: Negotiate a sensitive political agreement

- Strategies to obtain information
- Determining objectives and clarifying interests

## Course Section III: Flexibility

### Case: Secure a business loan

- Focusing on interests vs positions
- Introducing “magic” variables to increase the size of the pie

## Course Section IV: Criteria and Procedures

### Case: Negotiate a joint venture

- How to use anchor points that satisfy your interests
- Managing variables during the bargaining phase
- 6 essential rules to concessions
- Employing objective criteria and procedures

## Course Section V: Communication

### Case: Negotiation between sovereign nations

- Checklist to prepare for your negotiation
- Keys to communicating and presenting your proposal

## Course Section VI: Review

### Case: Hire a highly regarded manager

- Extensive review and application of all you have learned



# TAUGHT BY



Gamelearn realizes the promise of game-based learning, with close to 400 corporate clients and tens of thousands of enthusiastic players. Playing our adventure video games you master complex skills vital to your personal and professional success. To learn more about us and how you can play, learn and grow, visit [www.game-learn.com](http://www.game-learn.com).



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