

19 Negotiating

The transfer (p119, ex 4)

Negotiating team 1: The player's agents

You represent the interests of _____ (*choose or invent a name*), young superstar *forward / midfielder / defender / goalkeeper* who plays for _____ (*choose or invent a club*). Already a member of his national squad, your client clearly has a brilliant career ahead of him. Your job is to negotiate your client's financial package with the management of Manchester United.

You do not have to reach an agreement with Manchester United. Other top clubs are also very interested in your client. But you do know he particularly wants to play for them, so you have approached them first.

It is in your interests to:

- get a higher than average wage for such a superb player of international status (more than £75,000 per week) – your agent's commission will be calculated on the basis of this!
- go for the shortest contract you can get or one with a very low termination penalty – no more than £500,000 (your client may not be as happy at Manchester as he hoped).
- secure a fair percentage of merchandising profits (maybe 15% – the fans are sure to want to buy products with your client's name on).

But you may need to be flexible on some of these points.

Your client has also asked you to try to get:

- a penthouse apartment in central Manchester (he wants to enjoy the nightlife).
- first-class air tickets for his immediate family (eight people) to come and visit him occasionally, plus half a dozen trips home for himself every year.

At present, your client has a £300,000 a year sponsorship deal with Adidas, which he would like to keep.

The negotiation is scheduled to be held at Old Trafford. First, with your team, work out your opening, target and walk-away positions for each of the following points.

When the other team is ready, they will invite you into the boardroom. You may take two five-minute time-outs during the meeting, if you need them. Write down any terms you agree to.

	OP	TP	WAP
Basic wage			
Length of contract			
Contract termination fee			
Percentage of merchandising profits			
Accommodation			
Flights home			