

19 Negotiating

The transfer (p119, ex4)

Negotiating team 2: Manchester United

You represent the management of Manchester United Football Club and are interested in buying a young superstar *forward / midfielder / defender / goalkeeper* (ask Team 1 for his name) who plays for (ask Team 1 for the name of his club). Your job is to negotiate the financial package on offer.

You do not have to sign this player. There is no shortage of young internationals wanting to play for the world's most famous football club. But he is something special. With the right training, he could become one of the world's top players within the next five years.

It's in your interests to:

- pay no more than the standard wage (already high at £50,000).
- go for a five-year contract with a heavy penalty for early termination – £2 million (you don't want to invest in the development of a player who disappears to another club after just a few seasons).
- pay as low a percentage of merchandising profits as possible (perhaps 8% – you don't know how popular the new player will be with supporters).

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

You can also offer:

- the use of a £2.5M house with six bedrooms and a swimming pool, in a quiet suburb 12 miles outside Manchester (you already own this property, so it would not incur extra costs).
- three first-class flights home with British Airways.

You understand the player currently has a sponsorship deal with Adidas, which would have to be cancelled. Nike are your current team kit sponsors.

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 you are ready, welcome the player's agents into your 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			