

Negotiation Role Play 2 Deloitte - buyer

<https://deloitte.com>

<https://bekins.com>

Dr. Castleberry SPRING 2024 Advanced Selling

You are going to negotiate with Bekins Van Lines for Deloitte to increase their use of Bekins Van Lines for its world-wide residential moves of employees.

Assumptions (Both teams have the same information here):

- Assume Deloitte currently uses a mixture of different carriers. Bekins Van Lines would like to negotiate for a larger share of the Deloitte business, as would five other major carriers.
- Deloitte does a significant amount of business with Bekins Van Lines right now (\$4,000,000 per year).
- In the role play, it is not Bekins Van Lines' job to sell Deloitte on what Bekins Van Lines shipping offers or any details about Bekins Van Lines. You are simply trying to come to an agreement on terms.
- Deloitte has generally been pleased with Bekins Van Lines when using their services. There have occasionally been some issues with moves from Bekins Van Lines, but the company has been pretty good at resolving them.

Here are your target goals:

- Secure a contract to guarantee \$12,000,000 (pre-discount value) of business to Bekins Van Lines each year of the contract.
- To get a 35% discount off Bekins Van Lines current list prices for services. You are currently getting a 10% discount now from Bekins, due to relative volume discounts.
- A contract of 2 years. (The shorter the contract, the better for Deloitte, because you think you might be able to negotiate better deals in the future).
- The ability to renew the contract for an additional one-year period, completely at your option and discretion, with the exact same terms and conditions as the agreement you come up with in this session.
- Credit terms of 2/10, net 30.

If you have any questions, please examine your website carefully. If you still need help or need questions answered, ask Dr. Castleberry, who is the Senior V.P. You will not be able to ask Dr. Castleberry any questions during the actual negotiation session.