



Welcome to
Sherlock

Contract

Please insert your code

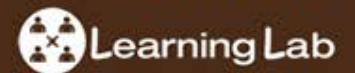
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Faculty Author

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Sherlock
Investigative Negotiation

A learning solution by



<http://www.sdabocconi.it/it/learning-lab>

MANAGEMENT SIMULATION

What is Sherlock?

Sherlock is a management simulation that allows you to understand the dynamics of a negotiation process.



Benefits

Understand the importance of the preparation phase, of the strategies and the skills required in a negotiation process.



Sherlock

Purposes

Understand the importance of the preparation phase in the negotiation process.

Learn the required skills in order to prepare yourself for a negotiation.

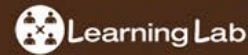


Sherlock



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Guided Tour Sherlock

Part A - A general overview

round 1

A
B
C
D

Marc is in charge of business development at **Neosystems Inc.**, an important American company that produces and distributes Home Automation systems (*).

Marc joined the company four years ago and, thanks to his previous experiences and competencies, he was almost immediately appointed to the current position and reports directly to the CEO.

Last month, Marc met Jack from **Smarttech**, a supplier with which Neosystems has a well-established relationship, to make him a proposal: to buy the **exclusive rights** of a certain component produced by Smarttech.

The supplier has welcomed Marc's proposal. In fact, during the same meeting the two also discussed some details such as the price of the exclusivity rights. After the meeting, Marc is satisfied that the agreement is just around the corner, so that it can be formalized.



(* Home Automation refers to the use of technology to manage some "detail" of the house.

Home Automation systems allow, for example, to manage and control remotely – through a simple web application or with a smartphone – the lights inside or outside the house, the remote opening/closing of doors and gates, the activation of the alarm system, turning off the television or other electrical appliances, turning on the air conditioning system, and so on.

Two days after the meeting, Jack contacts Marc asking him to meet again for **some clarification** on the proposal.

Read the Scenario

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Part A - A general overview

round 1

In general, how likely is it that this kind of case (i.e. one exploring well the proposal) negatively affects the success of a negotiation?
Express your opinion on a scale of 1 to 5, where 1 = Very unlikely and 5 = Very likely

Very unlikely 1	2	3	4	Very likely 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

send

Why Jack keeps rejecting Marc's proposal?

- Having understood the importance of the component for Marc, Jack wants to negotiate to raise as much as possible the component's price.
- Jack believes Marc's proposal to be risky because, if accepted, it would create a strong link in effect between the two companies.
- Jack believes that, to gain the exclusivity on the component, it is important that the buyer commits itself on higher minimum quantities than those proposed, in order to saturate the production capacity.
- Jack assigns a much higher value to that component than the one suggested by Marc.
- Jack continues to reject the proposal because he wants to define the scope of negotiation, the parameters of which is not clear to him at the moment.

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Answer
the questions
(Round 1)



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Part A - A general overview

round 2

Helping or the established relationship between the two companies, Steve believes that his proposal is very reasonable and probably he has not been able to explain it well to Jack.
(Remember that you are Sherlock). Do you agree with what Steve believes, that he has not been able to explain well his proposal to Jack?

your answer: YES

NO

change

Others' answers

45.66 %

54.34 %

In general, how likely is that this kind of case (i.e. not explaining well the proposal) negatively affects the success of a negotiator?
Express your opinion on a scale of 1 to 5, where 1 = very unlikely and 5 = very likely.

your answer: Very unlikely 1

2

3

4

Others' answers

1.60 %

3.20 %

11.87 %

49.77 %

Check and
review your
answers
based on the
answers of
other
participants
(Round 2)

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Sherlock





*A Management Simulation
powered by SDA Bocconi Learning LAB.*

SDA Bocconi Learning LAB designs and plans, in collaboration with SDA Faculty and **only for SDA Bocconi participants, management simulations, role-playing games, learning solutions and interactive assessments** to gain an immediately applicable expertise in companies and organizations.

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