

INTERESTS: *What motivates each party to negotiate; their goals, hopes, needs.*

<p>Terri Fields</p> <ul style="list-style-type: none"> • Win soccer championships • Be a star player/starter • Media attention/celebrity • Devoted fan base • Long term relationship with team • Long term, high profile career in soccer • Job security (won't get traded or dropped) • Appreciation/respect <p>Agent</p> <ul style="list-style-type: none"> • Expand company into sports representation • Negotiate a good contract for Fields • Commission • Career advancement • Make Terri Fields happy 	<p>General Manager (GM)</p> <ul style="list-style-type: none"> • Make the Storm a successful team financially and on the field this season • Ensure long term success of the Storm • Increase ticket sales • Increase merchandise sales • Increase media attention • Implement a successful talent rebuilding strategy • Retain top talent • Cultivate devoted fan base • Save money • Build the skills of younger players • Find a starting forward by the beginning of this season
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OPTIONS: *What the parties could do together to meet their interests. Possible solutions.*

<ul style="list-style-type: none"> • Fields receives a high salary for a one season/short term contract • Fields receives a lower salary for a long term, guaranteed contract • Fields accepts a low salary this season and higher salary in future seasons, depending on performance • Fields accepts a high salary this season and lower salary in future seasons, depending on performance • Fields accepts a lower salary in exchange for a portion of the \$500K bonus the Storm receive if they make the playoffs • Fields accepts a salary of \$0 in exchange for the entire \$500K bonus the Storm receive if they make the playoffs • Fields receives a guaranteed starting position as forward this season • Fields receives a guaranteed coaching or commentator position if she is injured • Fields receives a bonus for recruiting other high-profile players who can help the Storm with their rebuilding strategy • The Storm provide Fields a performance bonus for the number of games she starts in the forward position • The Storm offer Fields a contract which allows her to transition to the front office as long as she contributes to their rebuilding strategy and generates media attention for the team • Fields starts as forward for the Storm during a trial period with performance based incentives, with a clause for any injury to trigger her transition to becoming a coach or a commentator 	<ul style="list-style-type: none"> • Part of Fields' salary is tied to ticket or merchandise sales, on a percentage scale or as a bonus for hitting a certain mark • Fields' entire salary is tied to ticket and merchandise sales • The Storm organize events promoting Fields' return to the team and invite media coverage • The Storm feature Fields on their promotional materials • The Storm promote Fields' jersey and other Fields-themed merchandise • The Storm make Fields their Team Captain • The Storm send Fields to interview on sports radio and television programs • Fields agrees to mentor younger players to build her capacity as a future coach • Fields' future salary is tied to the performance of the players she mentors • In exchange for low pay or no pay, the Storm rename their stadium "Fields' Field" • Fields starts in the forward position, but she subs out early in the game to allow younger players opportunities to improve their skills • The Storm offer to retire Fields' jersey number when she is no longer able to play, due to injury or retirement
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ALTERNATIVES: *What each party can do on their own to meet their interests.*

<p><i>What Agent could do if no agreement:</i></p> <ul style="list-style-type: none"> • Negotiate a contract with the Kentucky Colonels as a reserve forward this season • Negotiate a contract in the Canadian Women’s Soccer Association for \$60K a season • Try to find Fields a coaching job 	<p><i>What GM could do if no agreement:</i></p> <ul style="list-style-type: none"> • Promote your reserve forward to starting forward this season • Try to secure a better trade during the middle of this season • Attract new fans through family entertainment nights, cheap beer nights, or other promotions that do not involve Fields
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OBJECTIVE STANDARDS: *Standards of fairness recognized by both parties (Industry norms, precedents, company policies, laws, expert opinions, etc...)*

<ul style="list-style-type: none"> • Lowest salary Fields is willing to accept for a starting position: \$0 • Fields’ salary with the Storm five years ago: \$120K • Fields’ salary with the Colonels two years ago: \$70K • Fields’ salary with the Colonels last season: \$75K • Colonel’s offer to Fields this season: \$75K • Storm’s ticket sales five years ago: 90% • Storm’s ticket sales last season: 65% 	<ul style="list-style-type: none"> • Highest salary the Storm can offer Fields: \$140K • Salary of the Storm’s starting forward last season: \$110K • Storm’s bonus if they make the playoffs: \$500K • Storm’s merchandise sales five years ago: \$5 mil • Storm’s merchandise sales last season: \$1 mil
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RELATIONSHIP: *The quality of the interaction and the level of trust between the parties.*

<p><i>Describe current relationship between Agent and GM</i></p> <ul style="list-style-type: none"> • The Agent and GM do not know much about one another, except that the GM was a gold medal-winning Olympic athlete • Both people are on neutral terms with one another due to their hopes that securing a contract for Terri Fields will help both of them • Fields feels jaded after being traded from the Storm, and the Storm’s management are concerned about Fields’ ability and commitment to mentor younger players. 	<p><i>Describe future ideal relationship between Agent and GM</i></p> <ul style="list-style-type: none"> • If they negotiate a contract, the Agent would like a long term relationship with the GM since the Agent’s company is expanding into the sports industry • The GM would like to trust the Agent and be certain that Fields can continue improving her performance despite her age and history of injury • The GM wants a good relationship with Fields that allows her to be an integral part of their rebuilding strategy • Fields would like to facilitate a positive, long-term relationship with the GM and the Storm, and she hopes they will see her as the face of their franchise
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COMMUNICATION: *How messages are sent and received by each party.*

<p><i>Questions to ask (inquiry): Agent</i></p> <ul style="list-style-type: none"> • What is the Storm’s long term strategy and vision? How does Fields fit into that strategy and vision? • How can Fields help the Storm become a championship team? • Why are you interested in signing a contract with Fields? • What are you looking for in a new starting forward? • How do the Storm plan to build upon the #ComeHomeFields online campaign? 	<p><i>Messages to send (advocacy): Agent</i></p> <ul style="list-style-type: none"> • Fields wants play with the St. Louis Storm more than any other team. • Fields wants to play for you [GM] due to your incredible success in the Olympics and knowledge of the game. • Fields is incredibly confident that she will be a star player and help your team win a championship. • Last season, more people bought Fields’ jersey than any other reserve player in the league. • Last season, Fields’ performance helped increase the Kentucky Colonels’ ticket sales by 40%.
<p><i>Questions to ask (inquiry): GM</i></p> <ul style="list-style-type: none"> • How is Fields’ health? • How does Fields plan to continue improving her performance, despite her age and history of injury? • How does Fields see herself becoming an asset for the Storm? • How will Fields assure us that she will serve as a mentor to younger players on the team? • How does Fields plan to build upon the excitement of the #ComeHomeFields online campaign? • What impact can Fields have on the Storm’s ticket and merchandise sales? 	<p><i>Messages to send (advocacy): GM</i></p> <ul style="list-style-type: none"> • The Storm would love to have Terri Fields return as a starting forward if she can meet some of our specific needs. • The team needs assurance that Fields is healthy enough to play well, with the electric style for which she’s known and loved. • The Storm are implementing a long-term rebuilding plan, and this requires more experienced players to invest in younger players through mentoring. • The Storm want Fields to be a strong media presence in order to boost ticket and merchandise sales. • The Storm’s biggest goal is to become a successful franchise – on the field by making the playoffs and off the field by improving financially.

COMMITMENT: *What each party will and will not do prior to, during, and after the negotiation.*

<p><i>Process: (e.g., amount of time at table, commitment to seek win-win outcome):</i></p> <ul style="list-style-type: none"> • Begin by outlining key issues that must be discussed to move forward • Discuss interests to establish understanding of common and individual goals • Use neutral, nonjudgmental language and "I" statements. • Choose the best of many options or go to BATNA in the end. 	<p><i>Outcome: (Options in action – exchange or payment of time, money, resources, etc...):</i></p> <ul style="list-style-type: none"> • Define a good outcome that: • Meets both parties’ <u>interests</u> and allows for a successful campaign for the candidate • Is the best of many <u>options</u>; • Is based on <u>objective standards</u> that both sides agree are fair; • Is better than each party’s <u>BATNA</u>; • Is based on clear <u>communication</u>; • Enhances, or at least does not damage, the <u>relationship</u>; and • Is clear, realistic, and <u>implementable</u>.
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