

Fabiessi and Cam's Design

Who?

People

In this people dimension, there are three points to look at.

The first one is personal relationships between the people at the table

Camille Drouel met the Human Resources Director (HRD) of Fabiessi, an Italian company that manufactures high-quality kitchen equipment, a year ago during a specialized forum and as you could get by in Italian, you got along well with him.

She already knows the person she is going to negotiate with. She has established rapport, they trust each other. And the relationship is one of respect. And this case she can move rapidly to negotiation.

The second element to look at in this people dimension is the vertical relationship.

Camille Drouel owns her own company; she is the CEO of her company. There is no one above her.

But who is above the head of your opposite number at the negotiation table.

Beyond the negotiator, true decision maker is the CEO of Fabiessi's company. At the end of the day, he is the one who needs to be to be convinced.

What?

Problems

Real negotiations are far more subtle and complicated. Negotiators are moved by many other deeper things than objective interests. This can be principles of ethics or emotions such as anger or fear. That is why we've decided to use the word motivations. Camille Drouel is a talented industrial designer. She worked nine years in the design division of a major car manufacturer. Then, she decided to set up her own agency, Cam's Design. The first 5 years worked like a dream. After a while thing got a little ruff for Camille, business started to go bad. After a while her bank refused to support her any longer. Camille needs a way to make money without having to lose her reputation. Giving the situation of her agency and her money problem, the job Fabiessi offers in Milan is excellent. Fabiessi's company is well known worldwide. Camille is not too happy to move to Milan, but still finds the job as a great opportunity for her career. On the other side, Fabiessi motivation to look for a designer are related to the design of their products. The design however, has a very traditional and conservative image for a long time. The title of "Head of Design Office" alone is not really trendy. Apparently, Fabiessi has made lots of efforts to modernize its product line since a few years, but much is still to be done.

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Once true motivations have been identified, the next step in your preparation is to imagine which solutions could be traded at the table in order to satisfy these motivations.

It is usually important to have as many variables as possible. The salary of course, but also the bonus, timeline, trial period, relocation package, whom the person reports to, task sharing with the assistant, resources, project etc. Fabiessi need a talented designer to help the business. They need to build interested design that appeal the customers. Camille can be a valid and important player in the company. Nowadays, design alone makes the difference when it comes to seduce consumers and make room in stores shelf spacing or in the pages of the specialized press.

Camille background in design, working for a company for 9 years, and lastly setting her own agency is an important justification for the talent and success she had.

It is crucial to know your solution away from the table.

A negotiator should not accept a deal which is less interesting than his or her plan B. To put it differently, there will be a deal only if the solutions traded at the table are more interesting

than the solution away from the table, this is a very important notion.

Considering Camille situation, bank stopped supporting her, her company is doing very poorly and she will soon be left without a salary. We can say that her SAFT is not very great, and that puts her in a weak position at the negotiation table.

How?

Process

This important dimension includes three elements to be prepared. The organization of the meeting, the communication, how do we process information exchanged, and the logistics aspects.

Regarding the organization of the meeting, it is going to take place in Paris, and both of them are going to agree on the spot and time and how long will the negotiation will last.

Communication. That is one of the keystones of any negotiation. You cannot negotiate without listening, and without speaking. Camille already knows the Director of Human Resources of Fabiessi, they have talked before. She actually knows a little bit of Italian and this is going to be very helpful for her in this negotiation. Logistics is also a very important aspect to consider. And experience shows that neglecting this aspect, which is pretty down to Earth, can be a factor of failure in negotiation. The place they are going to meet is a lovely place in Paris.