

**In small groups answer the questions following the case study:**

Robert leads a team employed by a car breakdown organisation. His team covers a number of motorways which meet together at a very busy intersection. If members break down in their area, his team have to get to them as quickly as possible and either repair the vehicle or tow it to the member's destination.

One day he sees a car broken down by the road. He stops and goes over to see if the person needs assistance. The driver says he does, but is not a member of a breakdown organisation. He is very agitated.

He explains that he is going to be late for an important meeting.

Robert asks where he has to be for the meeting, and the driver explains that it is quite near, at the next exit.

Robert tells him that he can tow his car to a garage right by the place he is going for his meeting. He tells the driver that the standard fee is £55. However, he says that, if the driver wants to join the breakdown organisation, he can offer him a special discounted rate of £25 for the first year. He explains that it normally costs £45, so he will get back £20 of the tow fee and then be protected in future.

The man is delighted and agrees straight away.

- How does Robert show that he recognises the customer's emotional state?

---

---

- What do you think is the driver's 'must have' and what is his 'nice to have' from this negotiation?

---

---

- How does Robert make an up sale?

---

---