

# CONFLICT MANAGEMENT AND NEGOTIATION SKILLS



**Brand:** Mehta Solutions

**Product Code:** case1104

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

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case study

## Description

### CASE STUDY 2: PHARMACEUTICAL INDUSTRY

The pharmaceutical industry has been growing at fast pace with the introduction of new molecule and newer brands of the existing molecule in market. The sale of a company is totally dependant on the prescription of a doctor. To promote their brand every company recruits their representatives, who are required to visit the doctor on a regular basis. A representative has to either take appointment with the doctor for visit or meet him on their convenient timings; this could be in morning, afternoon or evening.

Conflict between the sales representative and his manager on sales territory:  
As per the norm of the company, every representative has to meet a specific number of doctors and chemist in a day. This case is of a newly recruited representative

**Sachin, who Sachin was new to industry Sachin, was recruited due to his good communication skills and his great interest to work for the organization.**

**Questions:**

1. Does role of power play a vital impact in negotiation? Take the base of case and explain?
2. Explain the behavior during negotiation in this case (that is the opening move, negotiation dance & influence mechanism)?
3. **What was the main reason for the communication gap in this case? And also explain the classification of conflict?**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**