



Retailer Skit

Overview

Participants watch a role play designed to give them the opportunity to understand the challenges of negotiating with a retailer for the purchase of a manufactured home.

Time

20 minutes

Materials

- Props, such as a colorful sign for retail sales center, fake money, chairs, clipboard, employee-of-the-month poster, etc.

Set Up

- Ask for two volunteers to act in the role play as the retailer and the buyer.

Activity

- Give participants background about the situation and tell them they are to watch the skit and look out for things that go wrong during the negotiation process.
- Conduct the role play.
- Ask for participants to report on the things they saw go wrong and ideas they have for improving the negotiating process.

Debriefing

Do you now feel more prepared to enter into negotiations with a retailer or seller for a manufactured home? Why or why not?

Skit Background

Sam is a first-time buyer with good credit. He got his first job a few years ago and now wants to buy land and a new home. He has managed to save a couple thousand dollars for a down payment. One weekend he stops at a manufactured home retail sales center with a big, colorful sign that reads: "One-stop shopping! We finance and insure right here." Sam is fond of convenience, so he stops in for a look. He is looking for a monthly payment of no more than \$800.

Matt is the top retailer at the retail sales center. He is anxious to keep his employee-of-the-month status, but sales have been a little slow lately. Matt is very charismatic and likes to ease people's fears about the purchase process. He would like to have a signed purchase contract by the end of the day.