

ROLE PLAY TECHNIQUES & METHODS

1. **Stakeholder Negotiation Role Play:** Teams represent different stakeholders, such as manufacturers, distributors, and retailers, negotiating terms like pricing, payment schedules, and product allocations.
2. **Conflict Resolution Role Play:** Students take on roles (e.g., a manufacturer facing delayed shipments or a retailer dissatisfied with support) to resolve channel conflicts.
3. **Leadership and Motivation Role Play:** A student acts as a channel manager tasked with motivating underperforming intermediaries through leadership techniques.
4. **Ethical Dilemma Role Play:** Teams debate ethical challenges, such as favouritism among channel members or pricing transparency.
5. **Problem-Solving Teams Role Play:** Groups act as channel management teams addressing a problem, such as declining sales or logistical bottlenecks.
6. **Buyer-Seller Role Play:** One student plays a supplier trying to sell a new product line, while another acts as a retailer negotiating terms for purchase.
7. **Crisis Management Role Play:** Students simulate responding to a sudden crisis, like a product recall or a breakdown in the supply chain.
8. **Cross-Channel Collaboration Role Play:** Students assume roles across online and offline channels to align strategies for consistent customer experience.
9. **Channel Performance Review Role Play:** A student acts as a manager conducting a performance review of a distributor or retailer, identifying strengths and weaknesses.
10. **Strategy Presentation Role Play:** Teams act as consultants presenting a new channel strategy to a company's board, defending their approach and answering questions.
11. **Distributor Recruitment Role Play:** One student acts as a channel manager recruiting a new distributor, while the other plays a potential distributor assessing the offer.
12. **Competitive Channel Strategy Role Play:** Teams represent competing companies, each devising and defending their channel strategy to gain market share.
13. **Customer-Centric Channel Redesign Role Play:** Students act as consultants hired to redesign a company's channel system to improve customer satisfaction.
14. **Pricing Negotiation Role Play:** A manufacturer negotiates with a retailer on pricing terms for a new product, balancing cost and margin considerations.
15. **Multi-Stakeholder Coordination Role Play:** Teams represent logistics providers, manufacturers, and retailers collaborating to resolve a supply chain delay.

16. **Cultural Sensitivity in Global Channels Role Play:** Students simulate managing cultural differences in a global distribution network.
17. **Franchise Channel Management Role Play:** One student acts as a franchise owner seeking support from the franchisor, while another plays the franchisor addressing concerns.
18. **Conflict Escalation and De-Escalation Role Play:** Students simulate an escalating channel conflict (e.g., delayed payments) and work through de-escalation strategies.
19. **Leadership in Crisis Role Play:** A channel leader must manage a sudden crisis, such as a natural disaster disrupting the supply chain.
20. **Role Reversal Exercise:** Students switch roles (e.g., retailer as manufacturer, distributor as channel manager) to understand different perspectives.
21. **Digital Channel Development Role Play**
22. **Scenario:** Teams act as strategists developing digital channels for a traditional retail company.
23. **Push vs. Pull Strategy Simulation:** Students represent brands and intermediaries, debating the merits of push and pull promotional strategies.
24. **Supplier Evaluation Role Play:** Teams evaluate suppliers based on criteria like reliability, cost, and service quality to choose the best partner.
25. **Horizontal Channel Conflict Role Play:** Students act as retailers in the same market, resolving conflicts over territorial or price competition.
26. **Sustainable Channel Strategy Role Play:** Students devise sustainable distribution strategies, incorporating eco-friendly practices into channel management.
27. **Channel Expansion Role Play:** Students represent a company planning to expand its channels to new regions, balancing costs and risks.
28. **Omni-Channel Strategy Role Play:** Students act as consultants integrating online and offline channels for a seamless customer experience.
29. **End-User Feedback Integration Role Play:** Students simulate incorporating customer feedback into channel design and strategy.
30. **Partnership Dissolution Role Play:** A manufacturer and distributor negotiate the terms of
31. **Auditor and Client:** One student acts as an auditor, and another as a client. The client provides financial documents, and the auditor identifies errors or compliance issues.
32. **Bookkeeper and Business Owner:** The bookkeeper records transactions, while the business owner explains day-to-day financial operations.
33. **Forensic Accountant Investigation:** Role-play a forensic accountant investigating fraudulent activities within a company.

34. **Tax Consultant and Taxpayer:** The consultant advises on tax-saving strategies while the taxpayer provides financial details.
35. **Accounts Payable/Receivable Management:** Role-play managing invoices, payments, or debt collection for a business.
36. **Inventory Management Simulation:** Play the roles of an accountant and a warehouse manager to resolve inventory discrepancies.
37. **Investment Advisor and Client:** The advisor recommends an investment portfolio based on the client's risk tolerance and goals.
38. **Stock Market Trading Simulation:** Students act as traders buying and selling stocks based on market trends.
39. **Risk Manager and Business Executive:** The risk manager identifies financial risks, and the executive proposes strategies to mitigate them.
40. **Loan Officer and Applicant:** One student acts as a loan officer assessing a loan application, and the other presents a case for approval.
41. **Corporate Budgeting Team:** Role-play a team meeting where finance professionals decide on budget allocations for various departments.
42. **Mergers and Acquisitions:** Two teams simulate a merger negotiation, including valuation, due diligence, and deal structuring.
43. **Board Meeting:** Students play board members discussing financial performance, approving budgets, or analyzing profitability.
44. **Financial Crisis Management:** Role-play a crisis scenario, such as a liquidity crunch or market downturn, and devise a survival plan.
45. **Ethical Dilemma in Finance:** Role-play a whistle-blower revealing unethical financial practices while others debate the implications.