

Day 47

Vocab Review

Fill in the blanks.

- 1. It is hoped that a c_____ise will be reached in today's talks.
- 2. The firm has drawn up a b____t for the coming financial year.
- 3. He can't s____h the idea that Jack might be the next chairman.
- 4. We have agreed to exchange information about our two companies, but strictly on a r_____al basis.



5 Negotiations

Business Negotiations Agenda (Formal agenda for the negotiating sessions)

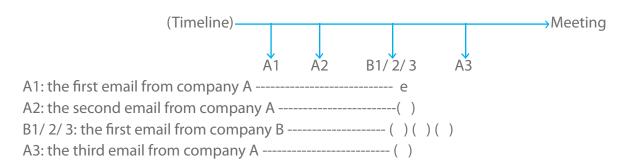
Listening

Listen and fill in the blanks.

> Before the meeting, Company A and Company B exchanged emails about the agenda. Put the email phrases (a - f) in the right order and match them with A1, A2, B1/2/3, and A3 on the timeline. The first one has been done for you.

- a) Do you agree with the other items?
- b) It has occurred to us that we need to add ... to the agenda.
- c) Could you please confirm that you have received the revised agenda?
- d) It is extremely important for us to include
- e) Please find attached our proposal for the agenda for the initial meeting.
- f) ... has a lower priority.

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> Knowing Your BATNA Pays Off

Read the following sentences and fill in each gap using one of the words in the box.

bargaining/ favorable/ contrast/ alternative/ lower/ allows/ unfavorable

Module 5.2 Engaging with the other party during the negotiation

🚺 Listening

Listen and fill in the blanks.



Complete the following conversation.

A: I hope you had a p____t flight.

B: Yes, we did, thanks.

A: ___ is your hotel?

B: It's an e____nt hotel.

A: Well, we'd better get d___ to business. Let me k___ things off (start the discussion) by saying that we believe we can offer you a very good deal and come __ with a w__-__ result.

B: What's your p____l?

A: We're p____ed to offer a very attractive price for a minimum sale, in e_____e for a two-year c____t.

Making an opening statement

Read the following and answer the question.

An opening statement would normally be made by the company who requested the meeting, or if one company acts as hosts for the meeting, the top ranking member of that team should make the opening statement, which is the most common case. It might be made, however, by each side, or jointly done by two high level executives (one from each side), which might go something like this: "We expect you to come to an agreement because our companies put a high value on doing business together. We know you can do it."

Let's focus on the most common case. What do you think an opening statement should include? And suggest phrases for each of the items included.

Giving an opening proposal

Read the following aloud.

First impressions make a difference. Getting off to a good start in business negotiations is likely to influence the final agreement. The way you open business negotiations influences the entire process, from the initial proposal to the final agreement. For first-time negotiations, especially between different cultures, these opening moments are even more critical. For fruitful negotiations, the opening proposal should stress mutual benefits, be clear and positive, create interest, and promote goodwill.

> How to handle common rejections to first proposals.

What would you do if they said

- 1. "Your offer is too expensive."
- 2. "We don't have that kind of budget."
- 3. "That's not what we are looking for."
- 4. "Your offer is not competitive."

Match the rejections (1 - 4) with the possible way to handle (a - d).

a. Propose deferred payment schedules or split the order into smaller units or mini-orders to meet current budget limitations.

b. Ask what they are looking for, and insist on specifics. Keep asking questions until you have a clear understanding of the other side's real needs, then repackage your offer in light of the new information received.

- 1. prioritize
- 2. proceed
- 3. atmosphere
- 4. alternative (n)
- 5. version

c. Avoid lowering your price until you learn more about what the other party is looking for. Find out if the objection is due to your price offer or if it reflects other factors.

d. Ask what is meant by the phrase 'not being competitive'. Look for weaknesses in the competitors' offers and stress your strengths, the unique features of your products/services.

Match each definition (A – E) with today's vocabulary word (1 – 5)

DEFINITIONS

A. the character, feeling, or mood of a place or situation

B. a choice

C. to decide which of a group of things are the most important so that you can deal with them first

D. a particular form of something that varies from other forms of the same thing

E. to continue as planned

Fill in the blanks.

- 1. The merger is p____ing according to schedule.
- 2. You must learn to p____ize your work.
- 3. There's a very relaxed a____ere in our office.
- 4. I have no a_____tive but to ask you to leave.
- 5. They're producing several v____s of the TV commercial to see which one works best.

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