

Day 48

Vocab Review

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.

5 Negotiations



Module 5.3 Bargaining and making concessions



➤ The following expressions in a negotiation between (A) the owner of a new language school, who wants to buy 25 all-in-one desktop computers, and (B) the sales manager of a desktop computer maker are in the wrong order. Write them in the correct sequence so they all make sense.

A: I think that'd be acceptable, if the discount is a good one.

B: As you know, our prices are very competitive. We can let you have it for \$2,000 each.

A: No problem. Our engineers will take care of that.

B: How about 5%?

A: Well, we'll be happy to buy 25 all-in-one desktop computers if you can give us a good price.

B: I'm sorry, we can't go any lower than 5% unless you pay for the installation.

A: I'm sure you can allow us a discount for bulk purchasing.

B: Okay then, so to confirm: a 8% discount but you pay all the shipping and installation costs.

A: I'm happy enough with that.

B: Well, a discount could be possible if you agree to pay for the shipping costs.

A: 8% would be better.

➤ Put the expressions from the above conversation under these headings.

- Proposal
- Counterproposal
- Concession
- Agreeing
- Confirming

Concessions

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

little/ separate/ auxiliary/ offer/ compromises/ demand/ valuable

Each side to a negotiation usually by making some concessions to reach agreement. Don't give a concession without obtaining one in return. A concession granted too easily does not contribute to the other party's appreciation nearly as much as one that they struggle to obtain. By its very nature a concession is worth something to the other party. The ideal win-win concession exchange in a negotiation is to trade something that costs you but is to them in exchange for something of similar (or greater) value to you. Concessions that are poorly made can serve to further the parties rather than bring them together. How a concession is made is as important as the value of the concession. The key to success is to make your precise but leave some room for maneuver in your by using verbs, such as 'might', wisely. Look at the following example.

I cannot give you a discount on the existing order but I **might be able to** offer a discount of around 5% if you can increase your order by 1,000 units.

↓
(tentative offer)

↓
(firm & precise demand)

Writing 1

- Make sentences which include concessions based on the cues below. The first is done for you as an example.
1. 5% discount / payment on delivery → We might be able to give you a 5% discount if you agree to payment on delivery.
 2. let you have it for \$1,000 / you pay cash
 3. free delivery / larger order
 4. a pay increase of 5% / 5 new customers
 5. deal/ cut your prices by another 3%
 6. an additional discount/ a minimum purchase of 200 units per month

Writing 2

- Put the words in the right order to make sentences that are often used in negotiations.
1. I / 500 units/ offer/ increase/ if/ might be able to/ by/ a/ of/ you/ order / discount/ your/ around 3% / can/
 2. I'm / you/ for/ a/ bulk/ sure/ allow/ discount/ purchasing/ can/ us
 3. I'm / installation/ than/ for/ sorry/ you/ we/ pay/ go/ the/ any/ 5% / can't / lower/ unless/

 Speaking

➤ Below are three offers. Reject each one, using the information in the cues. You'll have three minute preparation time, after which do the task without reading the text.

Situation 1

We might be able to offer you an additional discount if you agree to a minimum purchase of 200 units per month. *You don't know how many units you will need every month.*

Situation 2

We might be able to give you free delivery with a larger order. *Your company has your own delivery trucks.*

Situation 3

We might be able to offer you the position of Recruitment Head with the proposed salary of \$45,000 p.a. *The proposed salary is too small, given the amount of time you'll have to do. Also the call center industry hardly ever experiences any downtime during the year, which means I'll be under constant pressure.*

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

DEFINITIONS

- A. the activity of buying large quantities of a product, especially to get cheaper prices
- B. to accept that you will reduce your demands or change your opinion in order to reach an agreement with someone
- C. time when people are not working
- D. the act of putting something in place so that it is ready for use
- E. as good as or better than other prices, services, etc.

1. downtime
2. competitive
3. bulk purchasing
4. compromise (v)
5. installation

Fill in the blanks.

1. We had a busy weekend so I'm planning to have some d_____me tomorrow.
2. We can't put up our prices and still remain c_____tive with similar brands.
3. We encourage b__k purchasing.
4. Well, you want \$400 and I say \$300, so let's c_____ise at \$350.