

## Day 49

## Vocab Review

## 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.

## 5 Negotiations



## Module 5.4 Dealing with conflicts



## LEAD-IN

A good negotiator's aim is to reach a win-win situation and a deal. However, conflict may sometimes be an unavoidable step on the road towards agreement and in some cases it leads to the breakdown of negotiations. What actions would you take to resolve conflict in a negotiation?

➤ Match each action (1 – 6) with one of the statements (a – f).

Possible actions to resolve conflict in a negotiation.

1. Leave the problem, discuss something else and return later to the point at issue
2. Highlight the loss to both sides of not reaching agreement
3. Offer a conditional concession
4. Summarize progress and areas of agreement
5. Adjourn to think and reflect
6. Emphasize the benefits available to both sides

- a. "There seem to be a number of problems, but I'd like to summarize the positive elements – issues where we have made some progress. First, we agree . . ."
- b. "The benefits of reaching agreement are considerable. We will have more global influence and better prospects for the future."
- c. "Since we have a difficulty here, may I suggest we leave the problem of the warranty and come back to it later? Perhaps we could talk about the question of delivery?"
- d. "Can I suggest we take a short break here? I think it will help if we look at some of the issues that are dividing us. Perhaps we will see areas where we can make a fresh offer."
- e. "I think it is important to think about what could happen if we do not reach agreement. The most obvious consequence will be that we will both lose market share. The only winners will be our competitors."
- f. "The point at issue is quite simple. We might be able to offer you an extra 4% discount, but only if the order is increased by 10% over the next three years."

➤ **More about 'SWOT' (See Day 46)**

Look at the table below, which shows a SWOT matrix for a small company. Put each of the following points (1 – 4) into the correct part of the table.

Strengths	Weaknesses
Opportunities	Threats

- 1. Diversification would increase sales in new markets
- 2. Loyal customer base
- 3. Larger competitors may take bigger market share
- 4. Lack of new products

 **Module 5.5 Ending the negotiation**

**Reading / Writing**

What would you say in the following situations. Choose words from the box to complete the sentences.

in/ at/ on/ to/ during/ oral/ regret/ summarizing/ satisfactory/ glad/ physically/ efforts/ pity/ written/ reach / suggest/ supply

A. In case of the agreement reached.

Situation 1

Your efforts to reach agreement have been successful and for the next step you'll prepare a written summary of the oral agreements reached during the negotiation session.

I think we have a very ..... agreement and so, for the next step, we'll send you a ..... summary of the ..... agreements reached ..... the negotiation session. We look forward to a successful partnership.

## Situation 2

After a long negotiation, you have reached agreement and for the next step you'll send them a letter summarizing what you've agreed to.

It's been a long meeting, but finally I'm very ..... we're able to ..... agreement. So the next step is for us to send you a letter ..... what we've agreed ..... It's been a very useful and productive meeting. We look forward to a long and fruitful partnership.

B. In case of the agreement not reached.

## Situation 3

Your efforts to reach agreement have been unsuccessful. It is late. End the negotiation but offer some hope that in the future you might manage some cooperation with the other side.

I'm sorry our ..... to reach agreement have not been successful. It's been a long meeting, and I ..... we stop here. It's a ..... we couldn't reach agreement this time. But I hope in the future we might work together ..... something.

## Situation 4

Your customer is asking you to supply goods in a month. But this is physically impossible. Your order books are full, and the plant is working at full capacity. End the discussion.

I'm very sorry, but it really is ..... impossible. We ..... that our order books are full, and the plant is working ..... full capacity. So we cannot ..... goods ..... such a short time. Sorry we can't help you this time.

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

## DEFINITIONS

- A. to stop a meeting for a period of time or until a later date
- B. to emphasize something important
- C. a problem or subject of disagreement
- D. to start making new products or offering new services
- E. an active disagreement

- 1. issue
- 2. conflict (n)
- 3. adjourn (v)
- 4. highlight (v)
- 5. diversify

## Fill in the blanks.

1. Isn't the need to hire more staff what's really at i\_\_\_e here?
2. The Government was in c\_\_\_\_\_t with the unions over pay.
3. They a\_\_\_\_\_ed the meeting until after lunch.
4. The report h\_\_\_\_\_ts the need for increased funding.