

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. Put the problem on hold, discuss other issues and come back later to the problem
2. Focus on the loss to both parties of not being able to reach an agreement.
3. A conditional concession should be offered.
4. Sum up progress and where you have agreed.
5. Stop for a short time to think.
6. Focus on the benefits to both parties.

- a. "I know we seem to have some problems, but let me summarize the areas in which we have made some progress."
- b. "Let me emphasize the benefits of reaching an agreement."
- c. "In view of this difficulty, can we come back to the problem of the warranty later? Could we talk about the question of delivery?"
- d. "Do you think we should take a brief break here?"
- e. "Let's think about what might happen if we couldn't reach an agreement."
- f. "The issue here is not complicated. We could offer you an additional 3% discount, if you can increase your order by 5%."

➤ **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

You haven't been able to reach an agreement and it is getting late. Before you end the negotiation, give some hope that you might be able to cooperate with the other party somehow in the future.

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.

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