

5 Making deals

5.2 Vocabulary Negotiating and e-tailing

Internet research

Search for the key words "principled negotiation" to find out about a popular approach to negotiation.

Discussion

1 'You can do everything in an e-store that you can do in a high-street store, except touch the product.' Do you agree? What can you do in an e-store that you can't do in a high-street store?

Collocations

2 Complete the collocations for negotiating by choosing the correct noun in the boxes for each group of three verbs.

the benefits a price an order a proposal the details a discount

place		bring down		offer	
take	1 _____	quote	2 _____	ask for	3 _____
fill		state		grant	


see		sort out		make	
sell	4 _____	discuss	5 _____	firm up	6 _____
explain		go over		reject	

fee a compromise negotiation a deadline a deposit costs

subject to		pay		a monthly	
open to	7 _____	require	8 _____	an annual	9 _____
under		put down		an entrance	


hidden		meet		seek	
extra	10 _____	miss	11 _____	offer	12 _____
fixed		extend		find	

Listening

3  2:26–2:33 Listen to eight extracts from negotiations. Use one of the collocations in 2 to describe what is happening in each situation.

Then write two similar extracts illustrating two more of the collocations. Read them to a partner, who should try to identify the collocations you are referring to.

Pronunciation

4  2:34–2:38 Listen to these phrases you heard in 3. Each contains examples of /ə/ (schwa), the neutral sound used for unimportant, unstressed sounds, for example the first and last sounds in the word *another*. Underline the /ə/ sounds in each phrase.

- 1 five hundred at 12 euros a box
- 2 two and a half thousand
- 3 an extra 2%
- 4 five or six weeks a year
- 5 We usually ask for 20% now.

Now practise saying the phrases with the correct pronunciation.

5 Put these steps in an e-tail transaction into the correct chronological order.


- The customer prices similar products on other sites.
- The product is shipped to the customer's address by mail or express carrier.
- The seller exchanges the product or gives a refund.
- The customer goes to the check-out and pays by credit card.
- The website records the transaction and generates an invoice.
- The customer selects a product and places it in a cart.
- The customer sends the faulty product back under guarantee.
- The customer's credit card account is debited.
- The customer clicks on the link to the seller's site.
- The prospective customer looks up the product on a search engine.
- The customer browses the site and identifies the product which interests him.
- The website sends an instruction to the warehouse to ship the product.

6 In each email, correct the words in **bold** which a computer virus has mixed up.

1 Dear Sir or Madam
I am writing to complain about the service from your lowlowprice.biz website. Last month I ordered a DVD; you then took three weeks to ship the (a) **site**. While I was waiting for delivery, I browsed another (b) **product**, which advertised the same DVD for only half the price. I have also priced the (c) **credit** on several other sites, all cheaper than yours. Finally, when I checked my bank statement, I noticed that you have debited my (d) **product** card twice! Please correct this error as soon as possible.
Mary Brotherton

2 Dear Ms Brotherton
Please accept our apologies for the errors you have experienced. Unfortunately our computer recorded your (a) **link** twice, and therefore generated two (b) **refunds**. Usually our prices are the lowest on the Web; when this is not the case, we are happy to give full (c) **product**. Please send the (d) **transaction** back and we will credit your account for the full amount. (Click on the (e) **invoices** below for the return address.)
Customer Service Department
www.lowlowprice.biz

Listening for detail

7  2:39 Listen to part of a negotiation and read the minutes below. Find the differences between the collocations in **bold** in the minutes, and the similar ones used in the negotiation.

- Ben (1) **got down to business** saying that although Jacky had (2) **pointed out the advantages** of the policy, he was not happy with certain issues. Jacky asked which (3) **questions** Ben wanted to **discuss**, and Ben asked him to (4) **clarify his comments** about returns.
- Jacky (5) **summarized the position**, saying that the policy only covered damage during shipping, and not damage caused by the customer. Ben asked for an extension of cover, and Jacky offered to (6) **make a proposal**, but at extra cost. Ben stressed that he was hoping to (7) **work out a solution**, but also threatened to (8) **consider other options**.
- Jacky suggested they (9) **break for coffee** while his team did a simulation. He reassured Ben that they would (10) **find an agreement**.

Discussion

8 Tell a partner about a time when you had difficulty reaching an agreement with someone. Talk about the different stages in the discussion, and if and what you eventually agreed.