

5 Making deals


5.4 Speaking Negotiations – bargaining

Discussion


1 In one minute, negotiate the sale of your bicycle / computer / musical instrument / other item to a partner.

Did you win or lose the negotiation? Why? Is there always a winner and a loser?

Listening

2  **2:41** Listen to Part 1 of a negotiation and answer the questions.

- 1 What does Harry Petersen's company do?
- 2 What services are included in the package Ingrid's company offers?
- 3 How does Harry intend to deliver products?
- 4 How will Holman Multimedia charge for their services?
- 5 What are the advantages for Harry of working with Holman Multimedia?
- 6 What is the next step?

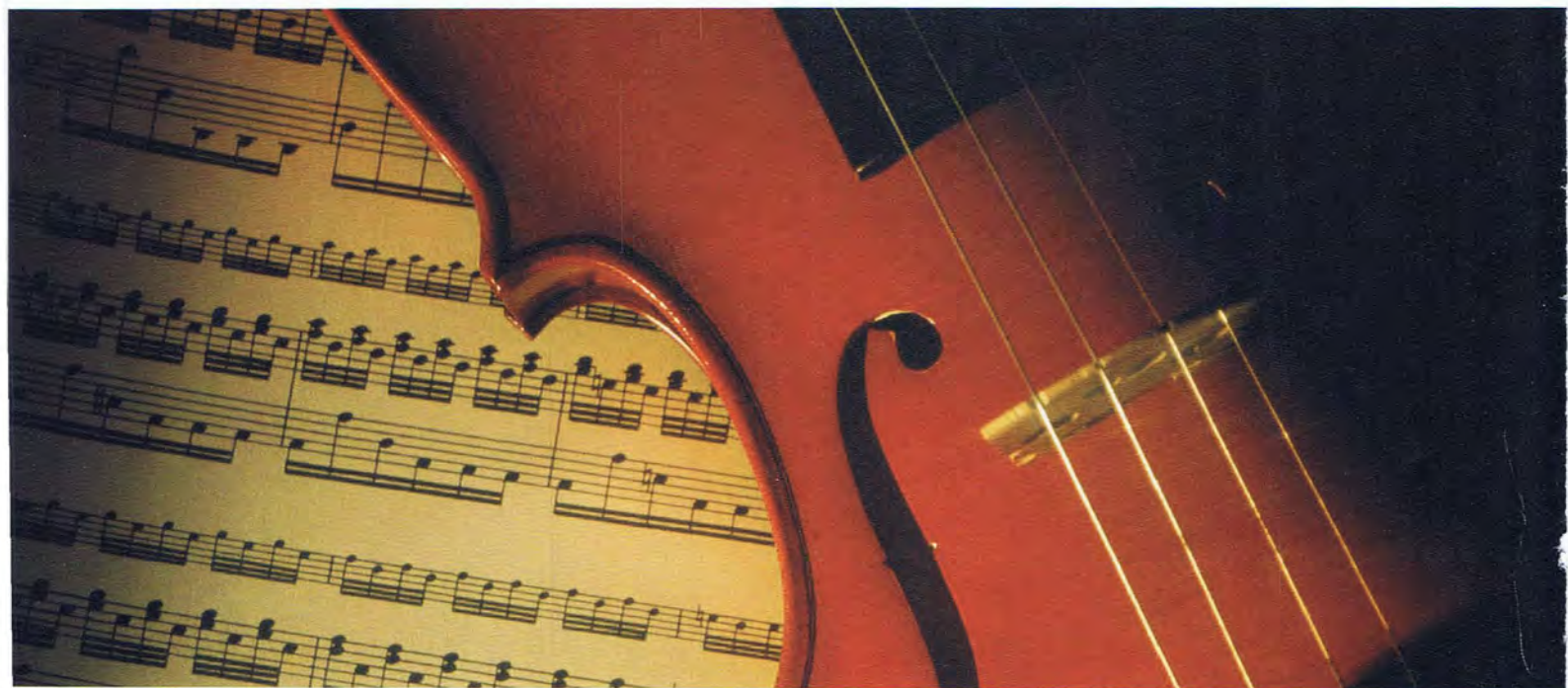
3  **2:42** Listen to Part 2, Version 1. What important mistake does Harry make?

4  **2:43** Listen to Part 2, Version 2 and answer the questions.

- 1 How has Harry improved on Version 1?
- 2 What conditions does Ingrid ask for to:
 - bring down the monthly fee?
 - guarantee a maximum down time of 24 hours per month?
 - have the site up and running by next month?
- 3 What do Harry and Ingrid agree?
- 4 How does Ingrid avoid the question of penalties?

5 Complete the useful phrases for bargaining from Part 2, Version 2 of the listening.

- 1 I _____ be able to bring it down a little, but _____ a three-year contract.
- 2 _____ to agree to a three-year contract, _____ guarantee a maximum down time of 24 hours per month.
- 3 ... so _____ guarantee less than 24 hours per month, _____ our platinum service level.
- 4 I suppose _____ do it, providing _____ a year's fees in advance.
- 5 ... let's _____ difference.
- 6 I can pay six months in advance _____ the site online in two months.
- 7 ... if you _____ – here, here and here – _____ the champagne ...



Internet research

Search for the keywords *cross cultural negotiation* to find out how cultural differences affect international negotiations.

6 Look at the table below showing sentences from negotiations and the categories they belong to. Decide on the correct category for each sentence in 5, and add the sentence numbers to the table. The first one has been done for you.

| Tentative offers | Counteroffers | Firm offers | Compromising |
|---|--|--|--|
| I might consider reducing the price if you increased your order. • 1 | It would be difficult for me to increase my order unless you guaranteed the price for two years. • • | I am ready to sign a contract today if you can guarantee the price for two years. • • • | Would you agree to a compromise? Is that an acceptable compromise? • |

Which tenses are used in the condition (*if / unless*) clauses of the tentative offers, counteroffers and firm offers above, and why?

Pronunciation

7 2:44-2:46 Stressing keywords is important in making clear that your first offers are tentative and hypothetical. Underline the two keywords that are stressed in each of these examples.

- I might possibly be able to bring it down a little, but only if we had a three-year contract.
- I might consider reducing the price, if you increased your order.
- I'd be reluctant to agree to a three-year contract, unless you could guarantee a maximum down time of 24 hours per month.

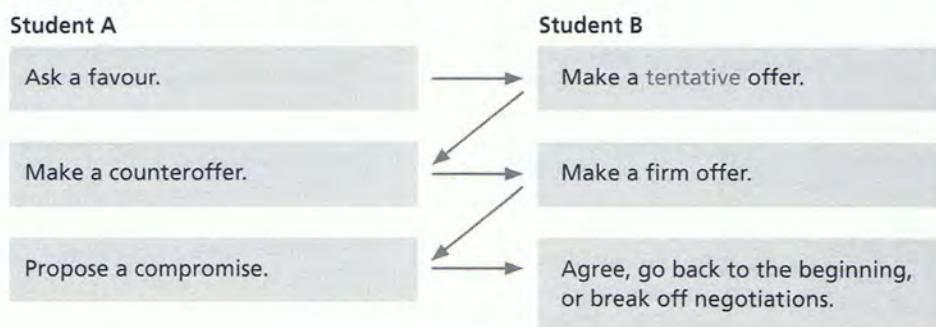
Listen and check your answers, then practise saying each sentence.

Negotiating

8 Work with a partner to negotiate the following situations. Change roles for the second negotiation.

- Student A: You have to give a presentation to the sales team tomorrow morning, but you booked an important client meeting at the same time. Ask B to give the presentation for you.
 Student B: This is the second time this has happened in two months. You think A should be more organized, so if you agree, negotiate something valuable in return.
- Student A: You have to work with an auditor on Friday afternoon, but your boss has booked you on an all-day training course. Ask B to look after the auditor for you.
 Student B: You were planning to take Friday afternoon off as you are going away for the weekend, so if you agree, negotiate something valuable in return.

Use the following format to structure your negotiations:



9 With a partner, practise negotiating an e-tailing package.

Student A: turn to page 113.
 Student B: turn to page 117.