

Negotiating with a Client Company



Exercise 1

Vocabulary

1. win-win

Adjective

ˌwɪn ˈwɪn

of or relating to a situation that is good for both sides

We believe this is a win-win situation for us all.

2. bargain

Noun

ˈbɑːrɡɪn

an agreement between two people to get something in return for something else

The two parties have finally managed to strike a bargain.

3. close a deal

Phrase

kləʊz ə diːl

to accept and finish a deal

We're very close to closing the deal.

4. evaluate

Verb

ɪˈvæljuː.ət

to form an idea about the quality, value, etc. of someone or something
The doctor is evaluating her patient's x-rays.

5.supplier

Noun

sə'plaiə

a person or organization that provides a product or service to a business
Our supplier just received a new shipment of goods.

Exercise 2

Useful Expressions

- Let's not waste time.
- What I have in mind is a win-win situation for both of us.
- How much of a discount would you be willing to offer?
- We are looking for a longtime partner.
- You drive a hard bargain!
- The competition is fierce.
- We are evaluating offers from other companies, as well.
- I'm afraid that is not an option.
- I am afraid that might not be enough to close the deal.
- That is my last word.
- That is my final offer.
- It is always a pleasure doing business with you.

Exercise 3

Dialogue Practice

Read the dialogue aloud with your partner.

Mr. Smith is negotiating with a supplier company.



Mr. Smith

Thank you for coming to talk to me today, Ms. Kim. **Let's not waste** each other's **time** and let's go straight to the topic.



Ms. Kim

I agree, Mr. Smith. What can I do for you?



Mr. Smith

I would like to suggest a deal. **What I have in mind is**, I believe, **a win-win** situation for both of us.



Ms. Kim

Please, do go on, Mr. Smith. You have my full attention.



Mr. Smith

We are establishing a new office in Tokyo, and we are interested in purchasing a large amount of goods from your company. Of course, provided that you give us a good offer.



Ms. Kim

What amount approximately are we talking about?



Mr. Smith

We would need around 500 tables and twice that of chairs, as well as some other office furniture. We will decide on the exact numbers no later than next Thursday.



Ms. Klm

I see. We could definitely offer a discount for such an amount of goods. And what about the delivery? When would you want the order to be shipped?



Mr. Smith

We would like the goods delivered by the end of the month.



Ms. Klm

That is quite soon, Mr. Smith, it will be tight. I am afraid we would not be able to offer a big discount in that case. Would it be possible to have the order shipped at a later date?



Mr. Smith

I'm afraid that is not an option for us. We need to get the office ready, so we can start working from the beginning of next month.



Ms. Klm

I see.



Mr. Smith

So, **how much of a discount would you be willing to offer?** I know that this is on short notice, but I'd like to add that ***we are on the hunt for a longtime partner.***



Ms. Kim

Well, with that mentioned, I could offer about 5% off for the upcoming purchase and maybe a little bit more after the contract for a longer term relationship is signed.



Mr. Smith

I am afraid that might not be enough to **close the deal**. ***We are evaluating offers from other suppliers, too.***



Ms. Kim

You drive a hard bargain! I guess ***competition is fierce*** these days. What about a fixed rate of 7% discount? ***That is my last word.***



Mr. Smith

Okay, deal! Thank you very much. ***It is always a pleasure doing business with you,*** Ms. Kim.

Check your understanding:

1. What conditions did Ms. Kim initially offer?
2. What did Mr. Smith say in order to get more benefits from the deal?
3. What conditions did Ms. Kim offer in the end?

Exercise 4

Role Play

Role-play the following situation with your partner.

Situation

You need to buy 50 computers for your company's workers. There are 200 employees in your company, so you might buy more if you are satisfied. The standard price per computer is \$900. Try to get the lowest price possible. Your teacher will act as the salesperson. You may use the following expressions:

- We are thinking about purchasing...
- We are evaluating offers from other companies, as well.
- That might not be enough to close the deal.
- It is a pleasure doing business with you.

Exercise 5

Discussion

1. Have you ever taken part in negotiations? If so, how did they go?
2. What qualities does a person need in order to be a good negotiator?
3. How well do you negotiate? Why?
4. Do you think business negotiations are difficult? Why? Why not?