



# Negotiating

Business > Advanced 7



## Exercise 1 – Reading

*Read the dialogue aloud with your tutor and check your understanding.*

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

**Ms. Jackson:** 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. Jackson:** Please, do go on, Mr. Smith. You have my full attention.

**Mr. Smith:** We are establishing a new office in Berlin, 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. Jackson:** 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. Jackson:** 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. Jackson:** 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. Jackson:** 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. Jackson:** 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. Jackson:** 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. Jackson.

**Check your understanding:**

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



## Exercise 2 – Learning

### 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 – Role Play

*Take turns with your tutor and act out the scene described below.*

**Scene:** 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.



## Exercise 4 – Discussion

*Discuss the following questions with your tutor.*

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. Do you think business negotiations are difficult? Why? Why not?