

**LEVEL**  
**Intermediate**

NUMBER  
EN\_BE\_3311X

**LANGUAGE**  
English





## Goals

- Can identify and explain some strategies in negotiations.
- Can use these strategies to concede points, push my viewpoint or reach a compromise.



One problem, two people, and two very different viewpoints: this situation is certainly challenging!

Through **negotiation**, you can push for what you want, find common ground, and **maybe, just maybe**, both people can walk away happy with the result.

Let's find out how to negotiate!



## Preview and warm-up

A **negotiation** is a **formal discussion** between people who are trying to **reach an agreement**.



There are many situations where you **negotiate**, from asking for a raise to picking what film to see.

## room for negotiation

Is there **room for negotiation**? When you ask yourself this, you reflect on how much you are willing to compromise. Are you open to **other ideas**? Are you willing to **possibly** do things differently? If yes, then there is **room for negotiation**.



This car is worth £25,000, but there's **room for negotiation**.  
What's your budget?



## Vocabulary

**barter**

A **barter** is an exchange of goods or services instead of money.



**enter into**

The leaders decided to formally **enter into** negotiations.



**come to a compromise**

The aim of a negotiation is to **come to a compromise**.



**behind-the-scenes**

Some people work **behind-the-scenes** as opposed to doing things publicly.





## Vocabulary

**to bargain**

**To bargain** means to discuss an agreement or a price in order to make it seem more appealing.



**mediation**

**Mediation** means bringing in a third party to help opposing sides find common ground.



**diplomacy**

**Diplomacy** is a specific type of negotiation related to maintaining relationships between governments from different countries.



**intervention**

When someone else tries to influence the outcome of a negotiation, we call their action an **intervention**.





## When do you negotiate?

Fill in the gaps below with five of the words listed on the right.

1. I would never \_\_\_\_\_ negotiations to buy a car without bringing my dad—he always gets the best deal and never overpays.
2. The salary I was offered was a little low in my opinion, so I politely asked if there was any\_\_\_\_\_.
3. I wanted either more holiday leave or a higher salary. I was willing to \_\_\_\_\_ with my boss to get one or the other.
4. The two company heads finally \_\_\_\_\_ about how best to work together.
5. My sisters and I have a \_\_\_\_\_ system; if I want to borrow their new clothes, I have to give them a ride or make them cookies.

bargain

bartering

enter into

came to a compromise

room for negotiation

diplomacy

intervention





## Identify the vocabulary words described

1. Jenny and Laura come to an agreement about how to share the family beach house.



negotiation

2. Christine's boss gives her an 8% salary increase; in exchange, Christine will take responsibility for the office newsletter.



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3. Representatives of Germany and Austria meet to discuss efforts to reduce pollution in the Danube River.



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4. Elliot gets involved in a dispute between two co-workers about who should get the better office.



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5. Amir sits down with a couple in the process of a divorce who can't stop fighting about who will keep their pet dog.



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## Prepping for negotiation

**Christine wants a 10% raise. She's meeting with her boss tomorrow to discuss this. What should she say during the negotiations to ensure that she gets the raise she wants? Brainstorm using the following points below.**



Why do I deserve a raise?

What I will do if I get a raise?

arguments and questions my boss may have...

what I want specifically is...



## Negotiation in your own life



Negotiations happen in all kinds of places and with all types of people. Describe situations in your own life where you've **negotiated**. Discuss the situation and its outcome.



## Vocabulary

I'll do that if...

I'll do that **if** you give me a bonus.



Room for negotiation?

Is there any **room for negotiation**?



establish relationships

**Establish relationships** by asking questions, making small talk and using active listening skills.



motivations

It is important to think about the **motivations** of the person you are negotiating with.





## Expressing your position and conditions



I think a **good trade-off** for a smaller pay raise would be more holiday leave. Are you open to that idea?

**I'd accept** a starting bonus of that size **if** you can guarantee a raise after the first twelve months.



**What if** we served only appetisers and desserts at the buffet? We'd save money on food and on service staff.

The delivery fee is £150, **but if** you can be flexible on the delivery time, we'd reduce it to £50.



## I'm not giving in!

Usually both parties will have to **give up something** in a negotiation. For example, you want a 20% raise, but your boss says she can only give an 8% raise. You've given up 12% of what you want, she's given up 8% of what she wants.

When you get to the point where you are **no longer willing** to negotiate, you might make your **final offer**. You might tell your opponent to **take it or leave it**.

When you reach this point, you may be more **firm** and **direct** than usual.



I'll pay £150,000 for the apartment and not one penny more.  
This is my final offer—**take it or leave it!**

## I'm open to anything

If you find yourself **open to any suggestion** or negotiating about something that you do not have particularly **strong feelings** about, you might say **you're open to anything**. You might tell your negotiating partners **let's do it as you suggest** or simply **whatever you think is best!**



I just want to have enough food for all the guests, I'm not too worried about what type it is. **Let's just do whatever you suggest!**



## To party or not to party?

**You are the head of development at a new start-up company that has just celebrated two years of business and moved into a new office. There's a debate going on in the office about throwing an Office Launch Party. Some people think this could be a chance to raise awareness of your brand, whilst others think it will unnecessarily waste money. Can you reach a compromise?**

Remember to think about how much you are willing to compromise



Remember to use negotiation strategies like planning, building relationships, and active listening.

**Employee A: you represent the side that thinks a fun, memorable launch party would be great for your brand.**

**Employee B: you represent the side that thinks a launch party would probably be a waste of time and money.**





## Negotiation and company culture

Relationships and power play a part in how negotiations work. A start-up company may have a more **horizontal power structure**, which means colleagues tend to share authority.

How would the negotiation have been different if it were a typical boss-worker relationship?





## Open to compromise or not?

After much negotiation, your team decides to have the launch party. There are lots of decisions to make. Respond to each of the statements, indicating when you are open to any suggestion, whether you are willing to compromise if certain conditions are met, and what issues are non-negotiable.

Tacos are very trendy. Let's do a build-your-own taco bar for the guests.



I don't think we should present our new product at the launch. It's not perfect yet.



We need to have a keynote speaker... someone to talk for about 30 minutes about our company.



I think a band is more expensive than a DJ, but it will be more fun!





## Listen to the telephone message Jennifer (read by your teacher) leaves for an event planning service.

1. Jennifer calls the event planner to say...

- |                               |                                      |                           |                                     |
|-------------------------------|--------------------------------------|---------------------------|-------------------------------------|
| a. the contract looks perfect | b. she'd like to discuss some issues | c. the event is cancelled | d. their event budget has increased |
|-------------------------------|--------------------------------------|---------------------------|-------------------------------------|

2. One area where costs could be reduced is...

- |                              |                     |                  |            |
|------------------------------|---------------------|------------------|------------|
| a. event set up and clean up | b. food preparation | c. the live band | d. flowers |
|------------------------------|---------------------|------------------|------------|

3. What is a non-negotiable issue for Jennifer's party?

- |                      |                        |                                 |                                   |
|----------------------|------------------------|---------------------------------|-----------------------------------|
| a. having 10 waiters | b. having good service | c. handling clean up on her own | d. keeping the event under budget |
|----------------------|------------------------|---------------------------------|-----------------------------------|

4. Which of the following is not a suggestion Jennifer makes to keep costs low?

- |                                      |                       |                                  |                               |
|--------------------------------------|-----------------------|----------------------------------|-------------------------------|
| a. hold the event during the daytime | b. have fewer waiters | c. reduce fees for food delivery | d. handle clean up on her own |
|--------------------------------------|-----------------------|----------------------------------|-------------------------------|



## Returning a call

**You work at the event planning firm.  
Return Jennifer's call, paying special attention to the points she  
brought up in her phone message.**

number of staff  
at the event

costs related to  
clean up and set  
up

your company's  
non-negotiable  
issues

other  
suggestions for  
keeping event  
under budget

## making a pitch

## negotiation strategies

When you **enter into negotiation** you may have the chance to start with a **pitch**. This is an opportunity to **summarise your position** and **offer** a few **brief** and effective **arguments** in favour of it.

Offer a summary of your position and have specific arguments at the ready.



I'm pleased to have been offered the job, but I will need my salary to be at least 10% higher. That's appropriate, given my work history in this field and my past job performance. Also, similar firms have offered me higher starting salaries.

## anticipation

Similar to thinking of your opponent's motivation, you should try to **anticipate** what the potential responses might be. If you ask for a big raise, what is your boss likely to say? By anticipating their **counter-arguments** and preparing your own, you will be better able to respond.



I'm sure they will be reluctant to increase my starting salary. I'll point out that their competitors made better offers. They probably don't want to look worse than their competition!



I should also have a backup in case they say there's no way I can have a starting salary that high. I'll ask about having flexible working hours instead.

## listening skills

Using **active listening skills** has multiple benefits.

Firstly, by **listening closely**, asking for **clarification** and **summarising** your opponents arguments, you ensure that you are both clear about the negotiation and compromise you are reaching.

You also show that you **care** about understanding their position.



If a higher starting salary is not possible, perhaps you could consider flexible working hours. This would be a huge benefit for my family.



If I understand correctly, you would be just as happy with flexible working hours as with a higher starting salary, correct?

**Summarising the argument shows that he has listened and wants to understand.**

## confirming the next steps

You've discussed your position, offered counter arguments, and negotiated a compromise—congratulations! What comes next?

To ensure that everyone stays satisfied with the outcome, you should **confirm the agreement and summarise the next steps**.



So we will update the contract to include only 10 waiters for your event. We'll send that over via email later today. Meanwhile, you will tell your team that they will need to be at the event site by midday on the day of the party to set up.



## abundance mentality

Negotiation is not about **beating an opponent**, leaving one person feeling like they have lost. Rather, it should be about creating solutions that **benefit all parties**. An **abundance mentality** sees success in negotiation as a chance to bring beneficial results to everyone. When you have an **abundance mentality**, you see negotiations as a chance to find a **better way, find unique solutions, and grow**.



Having an **abundance mentality** leads to solutions for everyone—not just one winner and one loser.



## Four candidates, four pitches

The launch party had a great impact on your company's profile and, since the event, you have received many strong job applications for the communications and public relations director position. The final four candidates and their desired salaries are shown below. Practise making a pitch for each applicant.

salary: 40,000  
studies public  
relations, could  
work part time



Maryann



Alyssa

Salary: 45,000  
Just finished  
studying,  
excited to learn  
new skills

Salary: 70,000  
5 years as  
manager at a  
public relations  
firm



Karin



Chris

Salary: 60,000  
3 years  
experience in  
communication  
field



## Negotiating salary and benefits

**There's one final candidate for the communications job.  
The time has come to negotiate salary and benefits.  
Using negotiation skills and strategies, come to a suitable agreement.**

We'd like to offer  
you the job...



I'll need to discuss  
my salary first!

**Student A: you are the hiring manager. You do not want to offer a starting salary of more than 40,000. You would consider compromises like more holiday leave, but you don't want other employees to be mad!**

**Student B: you are the final candidate for the job. You want to earn at least 45,000 per year, but ideally would like 50,000. Money is more important than benefits to you.**



## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no




## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again



## Answer key

**Activity p. 19**  
1b; 2a; 3d; 4a

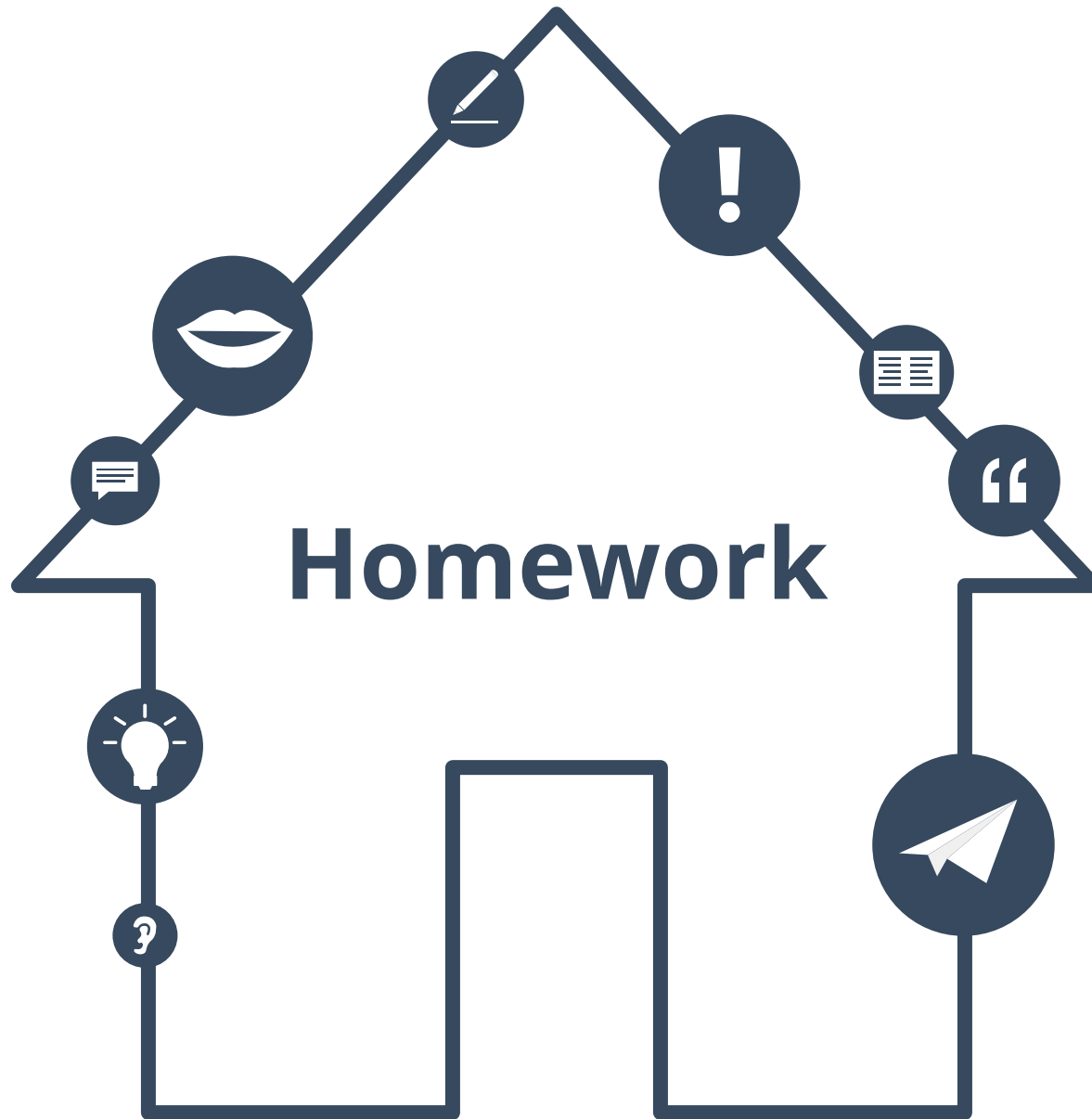
**Activity p. 9**  
2. Come to a compromise; 3. Diplomacy; 4. Intervention; 5. Mediation

**Activity p. 8**  
1. enter into; 2. room for negotiation; 3. bargain; 4. came to a compromise; 5. bartering



## Transcription

Hi, there! This is Jennifer Berger from Runaway - the start-up that's having the launch party this month. I've just looked at the contract and there are some issues I'd like to discuss. I see you've included a number of charges for things like set up, clean up, and food delivery. I'm wondering if we could reduce those. I know your services are very good, but I'm sure our team would be able to take care of the set up and we can all work together to clean up. Reducing those fees would keep the event under budget, which is really essential for us. I also think that you've included a few too many waiters. I expect it would be possible to have a smooth event with maybe 10 waiters instead of 20, like you've suggested! I do hope we can work together. Give me a call back and let me know what you think. Thank you!







## Match the term to the description that fits best

1. pitch

a. I believe there is a solution that will make us all happy—everyone wins.

2. Anticipation

b. A third party helps a couple come to a compromise about a major conflict

3. Motivation

c. I can't accept anything less than 30,000—take it or leave it.

4. Final offer

d. With your budget and our skills, we can easily do a lunch party for 300 people.

5. Abundance mentality

e. The owner really needs to sell fast—they need someone to buy their place as soon as possible.

6. To bargain

f. In addition to the car, our company will offer free repairs for a year!

7. Mediation

g. I'm sure my boss will say no at first, so I'll have to point out all the good stuff I've done.



## Negotiating a holiday with friends

**You are getting ready to buy an apartment in Cambridge. You've been looking for a while and finally found one you like. You receive the following email from the current owner.**

-	□	×
To: househunter@mail.co.uk		
Subject: our final offer – England Street		
<p>Hi there,</p> <p>I hope you're doing well. We've spoken to our estate agent and our lawyer. The lowest price we are willing to offer on the house is 350,000. You mentioned that you can't go any higher than 300,000. Unfortunately, 350,000 is the lowest we can go. We'd really like to get the place sold soon, since we're moving next month. We'd accept 350,000, but would pay for your lawyers and real estate agent's fees. That should be worth around 10,000! This is our final offer.</p> <p>Please let us know what your thoughts.</p> <p>Best wishes,</p> <p>Joan and Ellen</p>		



## Responding to the final offer

**Respond to the email on the previous slide. Consider the motivations of the sellers, as well as your own priorities. You truly cannot afford to spend any more than 325,000.**

-□×

To: lovelyhome@mail.co.uk

Subject: re: our final offer

Hi Joan and Ellen,  
  
Thank you for your email...



## Homework answer key

### Activity p. 33

1d; 2g; 3e; 4c; 5a; 6f; 7b



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