A background image showing a business meeting. In the foreground, a man in a dark suit is shaking hands with another man in a light-colored suit. The man in the light suit is wearing a white watch. In the background, a woman with dark hair and dark nail polish is sitting at a desk, writing on a document with a gold pen. There are papers, a laptop, and a blue folder on the desk. The scene is brightly lit, suggesting an office environment.

# Language for Negotiation

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Session 5

Source: International Fashion Supply Head  
Quarters,  
<https://www.youtube.com/watch?v=ODgy-wY0WhU>

A photograph of a business meeting. In the foreground, a person's hands are holding a tablet computer. In the background, two people in business attire are shaking hands over a table. On the table, there are several documents with charts and graphs, and a pen. The scene is brightly lit, suggesting an office environment.

# ENTRY TICKET

What is the goal of a negotiation?

Why is setting negotiation goal important?

# Questions for discussion

- What is the goal of a negotiation?
- Why is setting negotiation goal important?
- What do you negotiate for?

# Pre-Study Assignment

<b>Buyer</b>	:	Ok. Let's 1. (get back to, get down to, get up to) business, shall we? As you know we are planning on opening a dozen of shops here on the East Coast and we are talking to potential 2. (buyers, customers, suppliers).
<b>Supplier</b>	:	Well, we've been supplying you for your UK stores for quite a while now. So, I'm sure we can 3. (come with, come for, come to) an agreement. What sort of items will you be 4. (renting, needing, sending)?
<b>Buyer</b>	:	Accessories mostly: Scarfs and belts.
<b>Supplier</b>	:	And what 5. (qualifications, quantities, qualities) did you have in mind?
<b>Buyer</b>	:	Initially, we would need 500 of each. What's the best 6. (prize, price, praise) you can offer us?
<b>Supplier</b>	:	It would depend on the exact models but as a 7. (ball part, bold park, ballpark) figure, I'll say \$10 for the belt and \$20 for the scarf.
<b>Buyer</b>	:	That's a bit high for us. Could you offer a discount for a 8. (smaller, larger, bigger) order?
<b>Supplier</b>	:	I should think so. I'll check with my boss and 9. (get down, get back, get up) to you.
<b>Buyer</b>	:	Ok. Perhaps we can look at the 10. (destination, delivery, deliberation) time in terms of payment.
<b>(some time later)</b>		
<b>Buyer</b>	:	I think, we've covered everything. How soon could you send us your 11. (proposition, proposal, program)?
<b>Supplier</b>	:	It shouldn't take 12. (far, large, long). I'll email it to you in a couple of days.
<b>Buyer</b>	:	Perfect.
<b>Supplier</b>	:	And, if you're free tonight, I'll be 13. (delighted, depressed, disappointed) to show you some of the sights of New York.
<b>Buyer</b>	:	That sounds like a 14. (great, grace, grand) idea.

# The Dialog

<b>Buyer</b>	:	Ok. Let's <b>get down</b> business, shall we? As you know we are planning on opening a dozen of shops here on the East Coast and we are talking to potential <b>suppliers</b> .
<b>Supplier</b>	:	Well, we've been supplying you for your UK stores for quite a while now. So, I'm sure we can <b>come to</b> an agreement. What sort of items will you be <b>needing</b> ?
<b>Buyer</b>	:	Accessories mostly: Scarfs and belts.
<b>Supplier</b>	:	And what <b>quantities</b> did you have in mind?
<b>Buyer</b>	:	Initially, we would need 500 of each. What's the <b>best price</b> you can offer us?
<b>Supplier</b>	:	It would depend on the exact models but as a <b>ballpark</b> figure, I'll say \$10 for the belt and \$20 for the scarf.
<b>Buyer</b>	:	That's a bit high for us. Could you offer a discount for <b>larger</b> order?
<b>Supplier</b>	:	I should think so. I'll check with my boss and <b>get back</b> to you.
<b>Buyer</b>	:	Ok. Perhaps we can look at the <b>delivery</b> time in terms of payment.
<b>(some time later)</b>		
<b>Buyer</b>	:	I think, we've covered everything. How soon could you send us your <b>proposal</b> ?
<b>Supplier</b>	:	It shouldn't take <b>long</b> . I'll email it to you in a couple of days.
<b>Buyer</b>	:	Perfect.
<b>Supplier</b>	:	And, if you're free tonight, I'll be <b>delighted</b> to show you some of the sights of New York.
<b>Buyer</b>	:	That sounds like a <b>great idea</b> .

# Activity 1: Answering Questions



Who are in the dialog? (Buyer and Seller)



What's the buyer's company planning to do?



What does the buyer need? How many items?



How much is the estimation price of per unit of belt? Scarf?



Does the buyer agree to pay the offered price?



What will the seller do to find out the best price to offer?



When will the seller send the proposal?



What will they probably do in the evening after the negotiation?

# Activity 2. Repeating Key phrases

Let's get down to business, shall we?

I'm sure we can come to an agreement.

What sort of items will you be needing?

What quantities do you have in mind?

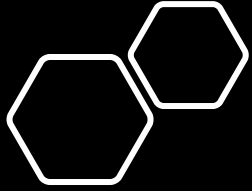
What's the best price you can offer us?

Could you offer a discount for a larger order?

# What do you say?

- Start the negotiation?
- Show your enthusiasm to reach an agreement?
- Ask for type of items needed?
- Ask for the quantity needed?
- Ask for the price?
- Ask for discount?
- Ask for the proposal?
- Invite to dinner or lunch?





## Activity 3. Role Play

- You are a buyer of a company that sells computer equipment
- You are negotiating with a supplier.
- Listen and use the written cues to give suitable answers.
- After a pause you will hear a sample answer which you will have time to repeat. But don't worry if your original answers were not exactly the same.

# Student A

- A: get down/shall we? Please/seat!
- B: Certainly. Thank you.
- A: items/needing?
- B: I'll be needing flash drive and hard drive.
- A: Quantities/mind?
- B: Let's say, one thousand of each?
- A: sure/do that.
- B: What's the best price you can offer?
- A: offer/10% discount.
- B: Ok. How soon can you send us the proposal?
- A: Not long/email tomorrow.

# Student B

- A: Let's get down to business, shall we? Please have a seat!
- B: \_\_\_\_\_
- A: What sort of items will you be needing?
- B: (Mention 2 types of computer supplies): I'll be needing \_\_\_\_\_ and \_\_\_\_\_
- A: Ok. And what quantities did you have in mind?
- B: (Decide on the quantity) Let's say \_\_\_\_\_
- A: Right. I'm sure we can do that.
- B: (Ask for the best price) What's \_\_\_\_\_?
- A: For that quantity we can offer you a \_\_\_\_\_ per cent discount.
- B: Ok. How soon/proposal?
- A: It shouldn't take long. I'll email it to you tomorrow.
- B: (Respond)

# Perform the dialog!

Supplier	Buyer
Start the business	Respond
Ask for the items needed	Mention the items you need
Ask for the quantity of each item	Mention the quantity of each item. Ask the price of each item.
Mention the price of each item	Ask for the best price or discount
Mention the best price/discount	Ask for a lower price or a bigger discount
Mention the lower price for each item or the best discount you can offer	Agree and ask for the proposal
Give the time to send the proposal	Agree and say thank you
Invite the buyer to have lunch together	Agree
Close the dialog	Respond

# What did we learn today?

- Starting a negotiation
- Asking for the items needed
- Asking for the quantity needed
- Asking for the best price
- Asking for a discount
- Asking for the proposal
- Inviting to see the sights of the city, dinner, lunch

## The Goal of negotiation

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To reach an agreement or decision that both parties agree on.



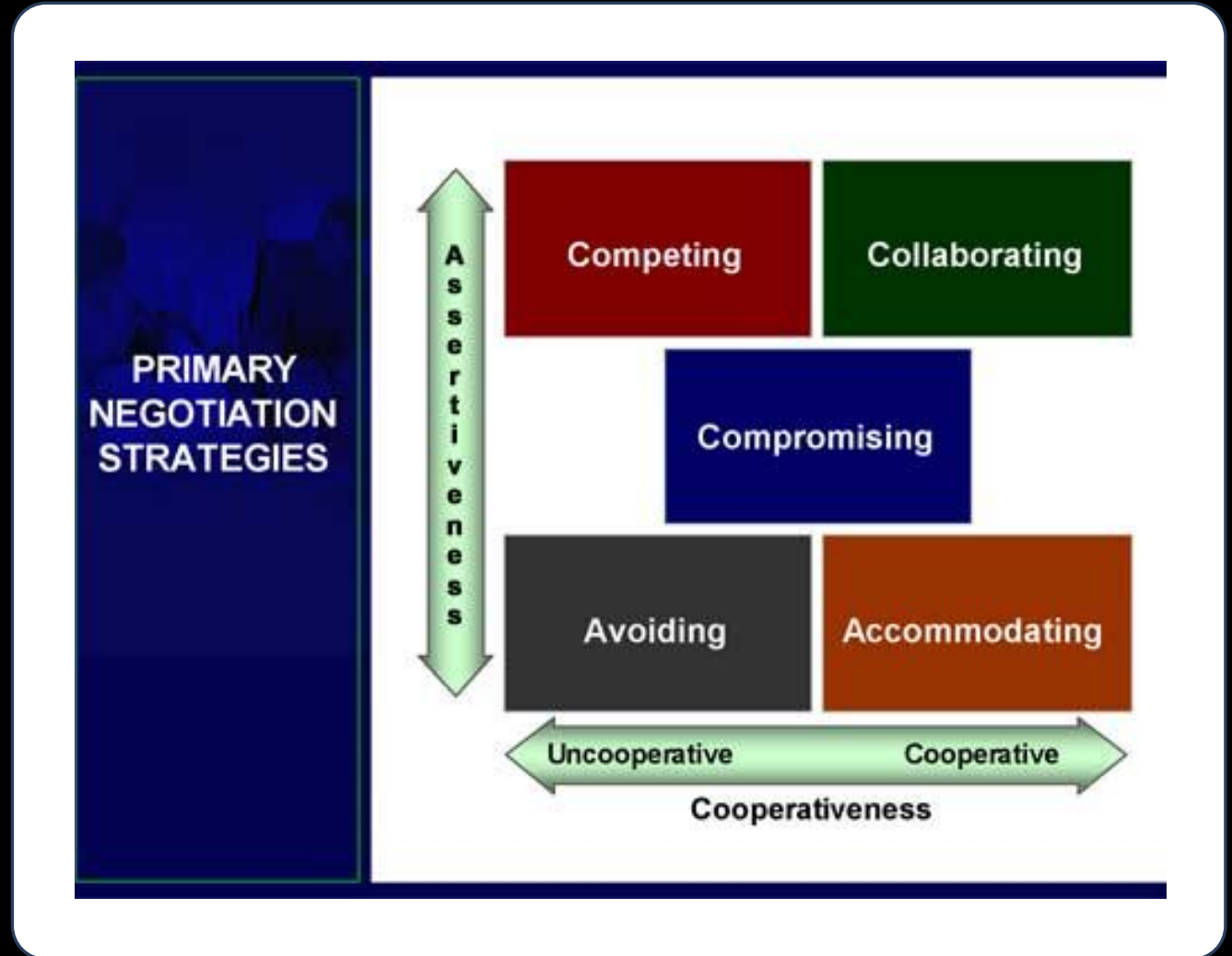
# Negotiation Strategies

1. Set your goal (outcome – best, middle, bottom)
2. Start with a positive tone of voice
3. Prepare several solutions
4. Deliver what you promise

- A key part of the negotiation preparation process should be focused on trying to understand your counterparties needs, interests and objectives.
- The negotiating strategy that is appropriate will be determined by your answers to the following two questions:
  - How strong are my alternatives to this particular negotiation?
  - How important is a long-term relationship in the context of this commercial negotiation?

# Negotiation Strategies

- Competing
- Collaborating
- Compromising
- Avoiding
- Accommodating





# EXIT TICKET and Post-Study

- Exit Ticket: Summary of one of the dialogs we discussed today.
- Post-Study: Dialog script about negotiation (your own version)