

A photograph of a business meeting. In the foreground, two men in suits are shaking hands. One man is wearing a white shirt and a watch. In the background, a woman with dark nail polish is sitting at a desk, writing on a document with a pen. There are papers, a laptop, and a tablet on the desk. The scene is brightly lit, suggesting an office environment.

Language for Negotiation

Session 5

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



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

Buyer	:	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).
Supplier	:	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)?
Buyer	:	Accessories mostly: Scarfs and belts.
Supplier	:	And what 5. (qualifications, quantities, qualities) did you have in mind?
Buyer	:	Initially, we would need 500 of each. What's the best 6. (prize, price, praise) you can offer us?
Supplier	:	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.
Buyer	:	That's a bit high for us. Could you offer a discount for a 8. (smaller, larger, bigger) order?
Supplier	:	I should think so. I'll check with my boss and 9. (get down, get back, get up) to you.
Buyer	:	Ok. Perhaps we can look at the 10. (destination, delivery, deliberation) time in terms of payment.
(some time later)		
Buyer	:	I think, we've covered everything. How soon could you send us your 11. (proposition, proposal, program)?
Supplier	:	It shouldn't take 12. (far, large, long). I'll email it to you in a couple of days.
Buyer	:	Perfect.
Supplier	:	And, if you're free tonight, I'll be 13. (delighted, depressed, disappointed) to show you some of the sights of New York.
Buyer	:	That sounds like a 14. (great, grace, grand) idea.

The Dialog

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

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?

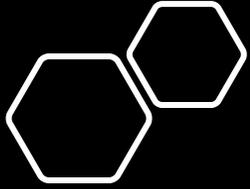
What quantities do you have in mind?

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

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



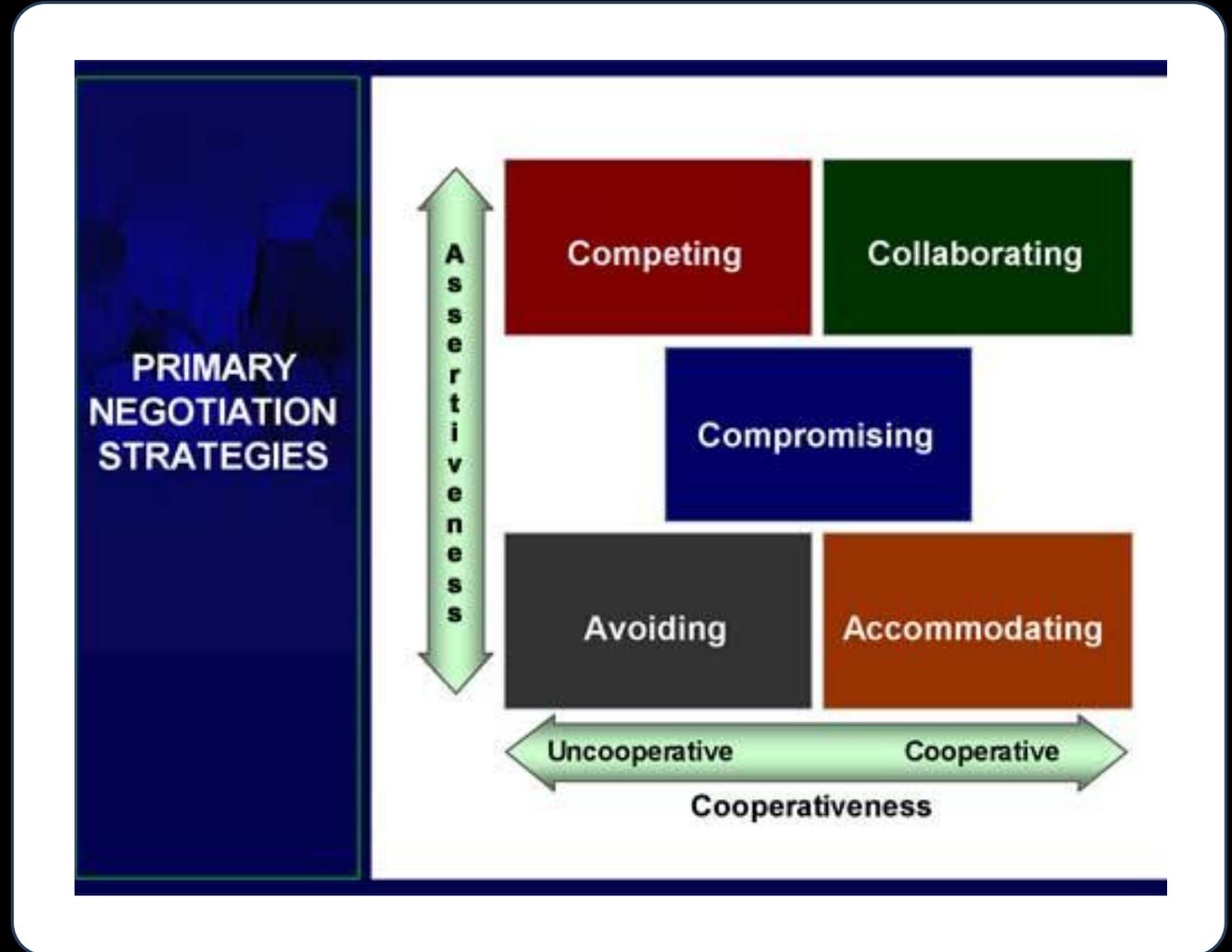
Negotiation Strategies

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)