

ENGLISH FOR **BUSINESS** COMMUNICATION

Book 2

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Second Edition

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PART 1





Negotiation and Persuasion

Making Preparations

Key Words and Phrases

bend the rules

come around

cross one's fingers

expedite

icing on the cake

let go

must-have

play hardball

so be it

wedded to

Preparing to Negotiate

Preparing to negotiate is all about questions: asking and answering the right questions about yourself and about your counterpart. Before you enter into a negotiation situation, answer the following questions to the best of your ability:

- ① **What are my goals?** What do you want to get out of the negotiation? What is your best possible outcome? What is the minimum you'll accept?
- ② **What are my counterpart's goals?** Remind yourself that your counterpart is also negotiating for his or her best interests. Put yourself in your counterpart's shoes, imagine what his or her goals are. Then try to see which goals you share. This will help you anticipate your counterpart's requests.
- ③ **What do I need?** Break down the elements under negotiation. Which ones are absolutely necessary? Which ones can be given up, if necessary? Clearly define what you need and what you want.
- ④ **What can I concede?** Now that you've thought about what you need and what you want, think about what you'll be willing to **let go**. Remember, think about concessions from your counterpart's point of view—consider what he or she will want from you, rather than only what you don't need.
- ⑤ **What are my options?** You'll be able to negotiate from a more powerful position if you know you have alternatives to your counterpart's proposal. Learning about your other options will help keep you from making bad deals out of desperation. Also, letting your counterpart know you have other options may encourage him or her to concede more to you in order to facilitate the deal.



Sample Sentences

001

A Identifying Needs

- 1 We have to set up some kind of **expedited** shipping situation.
- 2 A streamlined shipping process is absolutely necessary.
- 3 I'm afraid we have to insist on creative control.
- 4 The new stadium is a **must-have**.
- 5 We don't want to **play hardball**, but we've got to have rent control.

B Identifying Wants

- 6 We'd really like the bulk rate.
- 7 The free installation would just be the **icing on the cake**.
- 8 We're still hoping to get the third event for free.
- 9 I'm going to **cross my fingers** that they **come around** on the Wilson issue.

C Identifying Concessions You Can Make

- 10 I guess we can let the third treatment go.
- 11 I'm not totally **wedded to** the slogan, I guess.
- 12 If we have to give up the last word on hiring, **so be it**.
- 13 We're really not supposed to give this kind of discount, but I suppose we can **bend the rules** a bit.

EXERCISES

A Pair Work

Work in groups of four. Imagine that you are about to begin negotiating over a series of large orders a customer wants to make from your company. Using the information below, prepare for negotiations by deciding what you need, what you want, what you can concede, and what you expect your counterparts to ask for.

STUDENTS ONE AND TWO



You work for Luna Tech, a large machine supply company in Texas. You ship large machines by ship all over the world. For orders worth more than \$100,000, you are prepared to offer an 8 percent discount. You sometimes also offer free shipping. You think these customers will order more than \$100,000 worth of equipment.

STUDENTS THREE AND FOUR



You want to buy about \$300,000 worth of large machines from Luna Tech. If this first order goes well, you will order more in the future, giving them more business. You are located in Seoul. Because you are placing such a large order, you would really like to get free shipping. You would also like a 10 percent discount on this order and other future orders.

B Vocabulary: Choose the correct phrase to complete the sentence.

- _____ ① I really hope they liked my proposal. _____ for me!
 (A) Come around (B) Cross your fingers (C) Play hardball
- _____ ② I'm hoping they can _____ a little bit and tell us their decision earlier than they're supposed to.
 (A) play hardball (B) cross their fingers (C) bend the rules

- _____ 3 I don't want to go on the trip, but if my supervisor says I have to, _____.
 (A) so be it (B) let it go (C) wed it
- _____ 4 I'd prefer to go with the first option, but I'm not totally _____.
 (A) wedded to it (B) letting it go (C) so being it
- _____ 5 I've learned a lot from this conference. If it actually leads to new business, that'll be the _____.
 (A) big come around (B) icing on the cake (C) must have
- _____ 6 I think we can let the speakers go, but the workshop is a _____.
 (A) must-have (B) let go (C) hardball



Listening: Listen to the conversations and answer the questions below.

002 Part 1

- _____ 1 The man tells the woman to _____.
 (A) focus on strategies for the negotiation
 (B) focus on the goals for the negotiation
 (C) focus on the contract for the negotiation
- _____ 2 The woman's goal is _____.
 (A) to continue negotiating
 (B) to get a contract signed
 (C) to work with chromatics
- _____ 3 The woman's counterpart's goal is _____.
 (A) to get a contract signed
 (B) to continue negotiating
 (C) unknown

003 Part 2

- _____ 1 This meeting must result in _____.
 (A) a price agreement and a date for more negotiations
 (B) a price agreement and an exclusive deal
 (C) additional orders and an exclusive deal
- _____ 2 The man doesn't need _____.
 (A) a date for the next meeting
 (B) a price agreement
 (C) an exclusive deal

Opening and Agreeing on the Agenda

Key Words and Phrases

bring up

commitment

decision maker

drag things out

firm answer

fruitful

get the go-ahead

top brass

up for discussion

Aaron Opens Negotiations at a Meeting With True Heart Textiles

004

Aaron

First of all, I'd like to thank everyone for coming. I'm very excited about the prospect of establishing a mutually beneficial ongoing relationship, and I'm very happy to see you all here today, ready to make things work.

Now, let's get down to business. To start, I want to make sure we're all comfortable with the agenda. I know we've discussed the scope of today's negotiations before, but let's just review the agenda again and make sure nothing is missing. As you can see, today we're going to focus on pricing and shipping details. I also want to lay out a framework and a time line for continuing negotiations. I believe that's our last topic of the day. I know that you won't be able to discuss future products until work is finished on your new facilities, so I've left that discussion for a future meeting.

I know that you are all very interested to learn more from our franchisees, but I'm afraid we don't usually bring them in until we've settled on an initial agreement. I hope that after today, we'll be able to set a date to include them in this process.

And . . . that's that. Are there any issues with the agenda you want to **bring up** before we start?



Form of Agenda

- 1 Welcome meeting / open meeting
- 2 Note absences or guests
- 3 Approve minutes of the previous meeting
- 4 Discuss matters arising from the previous meeting
- 5 List specific points to be discussed
- 6 Any other business (AOB)
- 7 Arrange/announce details of next meeting
- 8 Tea and refreshments
- 9 Close meeting

Sample Sentences

005

A Talking About Goals for Negotiations

- 1 We're hoping to **get the go-ahead** today.
- 2 I plan to talk about contract terms today.
- 3 We were expecting to get a **firm answer** on the schedule today.
- 4 We really want to come to some decisions today and stop **dragging things out**.

B Opening Negotiations

- 5 Thank you all again for being here today.
- 6 I hope that this is the start of a **fruitful** business relationship.
- 7 Let's get things started.

006

C Reviewing the Agenda

- 8 Could we quickly review the agenda to make sure we are all on the same page?
- 9 Let's just make sure there aren't any surprises on the agenda.
- 10 Are we all agreed on the agenda items, then?

D Disputing the Agenda

- 11 I'm afraid we're not prepared to discuss that today.
- 12 Unfortunately, Laura's the **decision maker** on that and she couldn't be here today.
- 13 Due to some last-minute events, we're going to have to postpone our final word on that matter.
- 14 We had hoped to talk about personnel issues today—is that not going to be **up for discussion** at all?
- 15 Without the **top brass**, we aren't going to be able to make any **commitments** at this meeting.

EXERCISES

A Group Work

Work in groups of four made up of two pairs.

Pair One



You are owners of a small clothing shop. You sell women's shoes, clothing, and accessories. Your business is growing rapidly. You expect your sales to continue growing. You may be opening a second shop in the future, but you won't know that until you have analyzed your sales for the year. You are most interested in talking about prices and shipping options first. Today, you want to talk about:

1. discounts for multiple or bulk orders
2. free or discounted shipping
3. setting up a second meeting in the future

In the future, you will want to talk about:

- a) increasing your orders and getting a larger discount
- b) setting up a regular, recurring order system
- c) including additional items in your orders—that is, expanding beyond women's clothes



Pair Two



You are textile manufacturers and wholesalers. You produce clothes and shoes for men and women. You are eager to set up a continuing pattern of orders with these new clients. You are in the process of switching shipping companies. You would also like to introduce customers to your line of men's clothes. You do not have a particular time line for talking, but at some point you want to discuss:

1. your women's and men's clothing lines
2. finding new shipping options
3. setting up a pattern of regular orders

As pairs, discuss what you want to talk about at this first negotiation and what you will want to talk about later. Agree on an agenda that addresses some items now and saves other items for the future.



B Vocabulary: Choose the correct phrase to complete the sentence.

- _____ 1 We're all ready to begin—we're just waiting for the _____.
 (A) bulk (B) go-ahead (C) pin-down
- _____ 2 I'm sorry, I didn't know you were a _____. I just want to buy one computer.
 (A) presaler (B) decision maker (C) wholesaler
- _____ 3 I know you're eager to talk about the overtime policies in your contracts, but I'm afraid that's just not _____ today.
 (A) top brass (B) up for discussion (C) firmly answered
- _____ 4 It looks like they've finally brought the _____. Maybe we'll be able to get somewhere today.
 (A) top brass (B) business (C) hashers
- _____ 5 We wanted to pin them down, but they weren't able to make a _____.
 (A) gander (B) commitment (C) refreshment

C Listening: Listen to the conversations and answer the questions below.

007 Part 1

- _____ 1 What would the man like to pin down?
 (A) A payment schedule.
 (B) The deliverable.
 (C) A commitment for the next meeting.
- _____ 2 What does the man want the go-ahead on?
 (A) A payment schedule.
 (B) Scheduling the next meeting.
 (C) Finishing the first deliverable.
- _____ 3 Who must attend the next meeting?
 (A) The woman from the other organization.
 (B) The man.
 (C) High-ranking people from the other organization.

008 Part 2

- _____ 1 What does the man want to hash out?
 (A) The bottom line. (B) Initial agreement. (C) Control issues.
- _____ 2 The man probably doesn't want _____.
 (A) a firm answer (B) another meeting (C) the top brass