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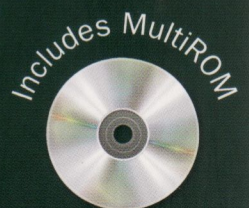
English for Negotiating

Charles Lafond,
Sheila Vine & Birgit Welch

EXPRESS SERIES



OXFORD



English for **Negotiating**

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Charles Lafond · Sheila Vine ·
Birgit Welch

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M-ROM



MultiROM

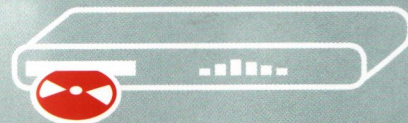
English for Negotiating is accompanied by a MultiROM which has a number of features.

Interactive exercises to practise useful phrases, vocabulary, and communication through your computer.

Listening extracts These are in enhanced audio format that can be played on a conventional CD-player or through the audio player on your computer.

Wordlist An A-Z wordlist in PDF format that you can print out and refer to.

If you have any problems, please check the technical support section of the readme file on the MultiROM.



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About the book

English for Negotiating is aimed at people who regularly need to negotiate in English at work. This book provides all the language needed to handle the typical scenarios encountered on the way to successful negotiations.

English for Negotiating consists of seven units, covering all the typical stages of a negotiation. Every unit concentrates on one fundamental aspect. At the outset, it is important to prepare thoroughly (Unit 1). After the initial goals have been determined (Unit 2), the first round of negotiations can be organized (Unit 3). Detailed offers are discussed (Unit 4) and counter-offers are presented (Unit 5). Differences are resolved (Unit 6), and finally a successful conclusion can be reached (Unit 7). The units are presented in a logical structure, but can be worked through in any order.

Every unit begins with a **Starter**, introducing the themes and vocabulary of the unit. Listening is a core component of every unit, as are reading texts, which present typical negotiating terms in context. Numerous practice exercises, both spoken and written, offer the opportunity to put what has been learned to use. The **Useful phrases** boxes advise on commonly used idioms. Every unit also contains a **Negotiating skills** box with tips on employing effective strategies and techniques. The **Intercultural skills** boxes give advice on creating a good impression, avoiding problems, and closing the deal, when working with foreign partners. At the end of every unit there is an **Output** text, an authentic text on themes such as best practice, which encourages reflection and discussion.

At the end of the book, there is a **Test yourself!** crossword on pages 68–69. In the appendix the **Answer key** is provided for independent study, along with the **Partner files**, the **Transcripts** of the **Listening extracts**, and several **Useful phrases** boxes.

The **MultiROM** contains all the **Listening extracts** from the book. These can be played through the audio player on a computer, or through a conventional CD player, or can be downloaded onto an MP3 player for extra listening practice. The **Interactive exercises** provide **Useful phrases**, **Vocabulary**, and **Communication** practice, and are particularly valuable for independent study. There is also an **A–Z Wordlist** with all the key words that appear in **English for Negotiating**. This includes a column of phonetics and a space for you to write the translations of the words in your own language.

1 Preparation

STARTER

Read the following quotes.

In business,
you don't get what you deserve,
you get what you negotiate.
(Chester L. Karass)

The fellow who says
he'll meet you halfway usually thinks
he's standing on the dividing line.
(Orlando A. Battista)

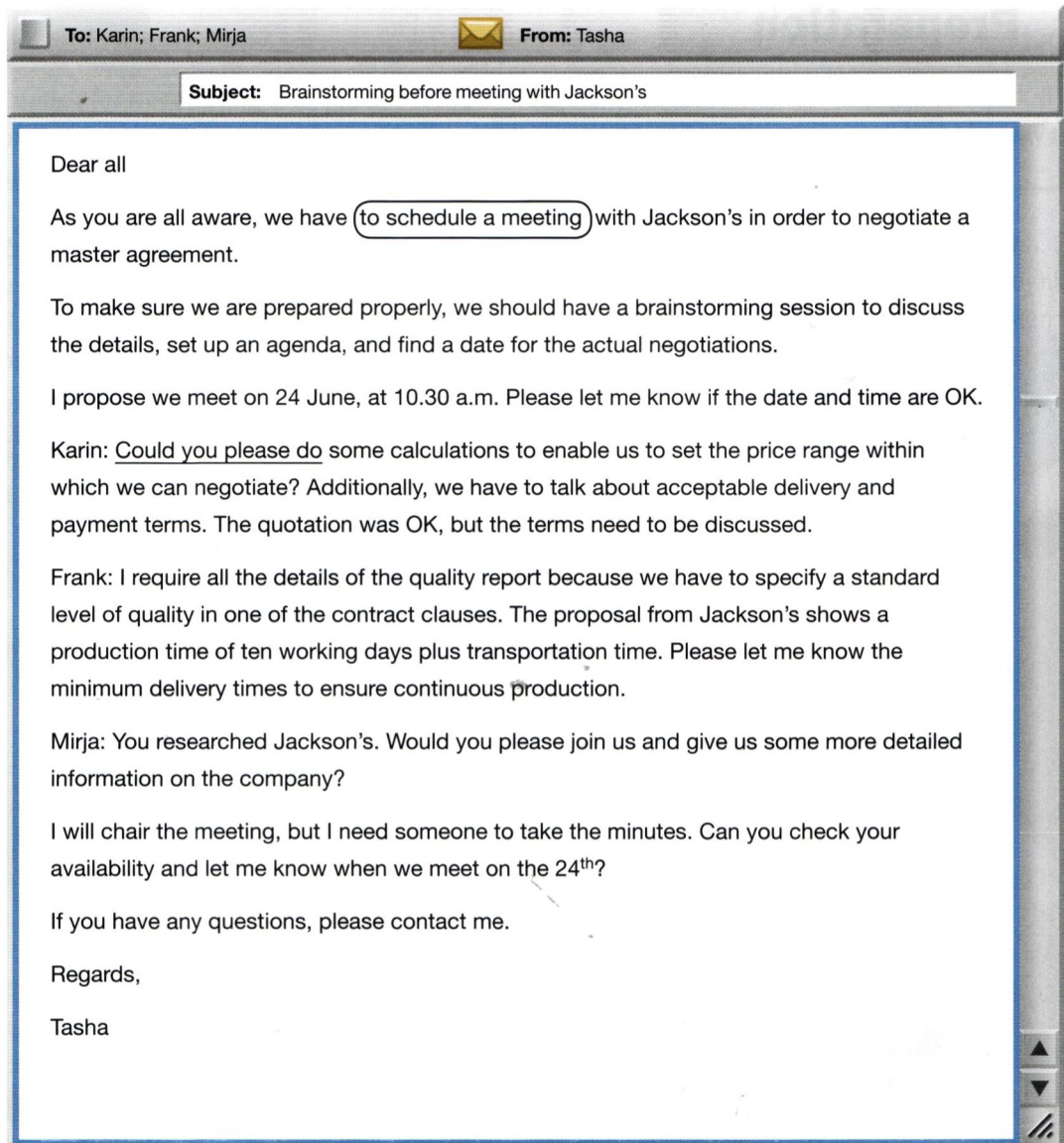
Let us never
negotiate out of fear.
But let us never fear to
negotiate.
(J.F. Kennedy)

To be successful, you
have to relate to people ...
(George Ross)

Failing to plan
is planning to fail.
(Anonymous)



- Do you agree with these quotes? Explain why. Give examples from your own experience.
- Which of the quotes best fits the unit title? Why?
- Why do we negotiate? Can you think of three reasons?

1 Read the internal email below.

To: Karin; Frank; Mirja **From:** Tasha

Subject: Brainstorming before meeting with Jackson's

Dear all

As you are all aware, we have to schedule a meeting with Jackson's in order to negotiate a master agreement.

To make sure we are prepared properly, we should have a brainstorming session to discuss the details, set up an agenda, and find a date for the actual negotiations.

I propose we meet on 24 June, at 10.30 a.m. Please let me know if the date and time are OK.

Karin: Could you please do some calculations to enable us to set the price range within which we can negotiate? Additionally, we have to talk about acceptable delivery and payment terms. The quotation was OK, but the terms need to be discussed.

Frank: I require all the details of the quality report because we have to specify a standard level of quality in one of the contract clauses. The proposal from Jackson's shows a production time of ten working days plus transportation time. Please let me know the minimum delivery times to ensure continuous production.

Mirja: You researched Jackson's. Would you please join us and give us some more detailed information on the company?

I will chair the meeting, but I need someone to take the minutes. Can you check your availability and let me know when we meet on the 24th?

If you have any questions, please contact me.

Regards,
Tasha

Now answer the following questions.

- 1 When does Tasha want to meet her team?
- 2 Who should be at the brainstorming meeting?
- 3 Why are they meeting with Jackson's?
- 4 What should Frank bring to the meeting?
- 5 How long does it take to make the product?

- 2 Underline the expressions used in the email to ask for information. Put a circle around the ones used to plan a meeting. One of each has been done for you.**

GETTING INFORMATION AND ASKING FOR HELP

When asking for information or help, you can express your request in either an informal or a formal way. Here are some examples for both.

Informal

I need ...
How about ... ?
Where is/are ... ?
Do you know ... ?
How is ... going?
Have you got a moment?

Formal

I would like ...
Please let me know ...
Do you have any details on ... ?
What is/are the alternative(s) here?
Who is responsible for/in charge of ... ?
Can I ask you a favour?
Can you help me with ... , please?

- 3 Certain words have verb and noun forms. Complete the table using words from the email. Compare your results with a partner.**

Verb	Noun
to negotiate	1
to propose	2
3	arrangement
to discuss	4
5	preparation
6	calculation
to deliver	7
8	payment

Verb	Noun
to quote	9
10	specification
to produce	11
to transport	12
to chair	13
14	information
15	production
to meet	16

WHAT IS NEGOTIATING?

Trading through negotiation is the basis of human civilization. Negotiation takes place when two or more people have different views and want different things. They come together to try and reach agreement. The negotiator says, in effect:

'If you give me some of what I want, then I will give you some of what you want.'

We all negotiate for things each day. We arrange an appointment, ask for better service, ask for a higher salary, or solve an argument with a co-worker or family member.

4 You are working on a project with some colleagues. One colleague needs the following information and some help with tasks. Ask a partner for assistance. Use the information below.

Example: *Could you please send me Westworld's address?*

Ask somebody for Westworld's address

Ask somebody for the name of a person from the production department

Ask somebody if they are busy

Ask somebody for the address of a delivery company

Ask somebody for an explanation for the word 'haggling'

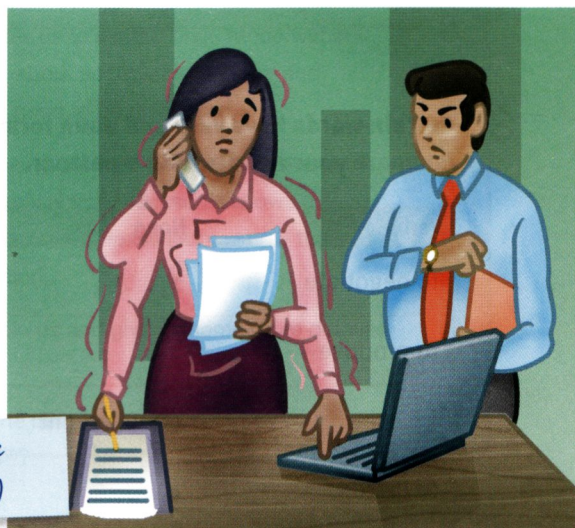
Ask somebody to finish a calculation

Ask somebody for help on a proposal

Ask somebody to get some information on prices for you

Ask somebody for the yellow folder with the samples

Ask somebody for more information about the material required (i.e. size, colour, thickness)



GETTING INFORMATION

Getting information from business partners is always important. This can sometimes be more difficult when negotiating with people from other cultures. For this reason, it is necessary to try and keep cultural differences in mind.

Do you know these groups?

Group 1: Those who do one thing at a time. They plan each step of their negotiations, meetings, and discussions, and are excellent at organizing their thoughts.

Group 2: Those who do many things at the same time. They are very flexible and prefer to adapt to the situation. Schedules and agendas mean little to them.

Group 3: Those who listen quietly and calmly because respect is key. These cultures react carefully to other's proposals. They listen first, establish the other's position, and then formulate their own.

However, don't make quick generalizations about other cultures, and avoid cultural stereotypes! Your business partners will appreciate it.

What experience have you had negotiating with people from other cultures? Do you recognize any of the groups above?

AUDIO



5 Tasha has asked Karin to come to her office. She needs some information before the meeting. Listen to the dialogue, then say whether these statements are true (✓) or false (x).

- 1 The internal meeting date is on June 22nd.

- 2 Tasha asks Frank to take the minutes of the meeting.

- 3 Tasha is not happy with the price Jackson's has proposed.

- 4 The delivery and payment terms are very good.

- 5 Karin has lost the quotation.

- 6 Tasha's objective is to agree a target price.

- 7 Tasha wants payment terms which are similar to those offered by other firms.

Now listen again and check your answers. Then correct the false sentences.

NEGOTIATING SKILLS

HIT refers, in negotiation terms, to **H** – HAVE TO HAVE, **I** – INTEND, **T** – TRADABLE.

A **HAVE TO HAVE** is an essential aspect or outcome for one of the parties in the negotiation. Generally, there are only one or two in each negotiation. However, they are a must! You must achieve these items in order for your negotiation to be successful.

INTEND refers to something that is less essential, but still important in the negotiation. You might be prepared to be flexible with respect to these items. You only have a few of them, i.e. perhaps two to five.

A **TRADABLE** item is something you put in your proposal which you believe your partner would like to have. You are prepared to exchange this item for something which you would like to obtain.

Before you begin the negotiations with your partner, it is very important to determine these issues and decide which category they belong to from your point of view. These issues should be clear to all members of your negotiating team. The clearer you are about your goals and needs and those of the opposite party, the more effective you can be as a negotiator. As a result, you are more likely to obtain the result you want.