

Unit 4

Success

Task 1: Coming to an Agreement

A.

1. Ss will read this text about negotiation and Ss fill in the blanks using words from the box.

Agreement	bargaining	gain	offers	reactions
Priorities	compromise	concessions	deadlock	

Why do business people negotiate?

A negotiation is a way of reaching an agreement by means of discussion and _____. Each side has something the other wants and both sides are trying to reach an agreement. Negotiators bargain with each other as they make _____ (“We will...if you...?”) and ask for _____ (“If we..., will you...?”). Negotiators don’t enter a negotiation expecting to get everything they want, they know they’ll have to _____. If they don’t, there will be _____ and the negotiation will break down. The purpose of every negotiation is to reach an agreement. Usually both sides are meeting because they have something to _____. In a sales negotiation, the seller wants to sell the goods or services and the buyer wants to buy them. In a pay negotiation, the employer wants the workers to work and the workers want to work. Both sides want to reach an _____, but they have different _____. A long, important negotiation is conducted differently from a smaller, less important one, but most negotiations include these stages:

1. Preparation: Both sides decide what they want, and prioritize their wants. They anticipate the other side’s _____ and decide what concessions they can make.
2. Proposal: Each side explains its proposal—*Our proposal is...*
3. Debate: The sides discuss the proposals—*Can you explain why...?*
4. Bargaining: The sides make or ask for concessions—*If we agree to..., are you prepared to...?*
5. Closing: The sides reach an agreement—*Do we have a deal then?*

B.

Ss discuss these questions:

1. How are the negotiations in your company and in your country different from the ones described in the text?
2. What everyday examples of negotiations can you think of, e.g. deciding who is going to do the chores at home—and when?

C.

Ss discuss the following question. Which of these negotiations have you taken part in? Describe what took place.

1. buying something in a market
2. a commercial business negotiation
3. buying/ selling something second hand
4. persuading a co-worker to help you with a time-consuming task
5. convincing your office manager to give you an extra bookshelf or new computer
6. asking your manager for a day off at short notice

D.

1. Ss listen to Kevin and Donna negotiating the installation of a new ventilation system. Complete this table to show who makes each suggestion and if the other agrees.

Suggestion	<i>Who suggests this?</i>	<i>Does the other agree?</i>
Installation: this month during the day at night so as not to disrupt office at the weekend	<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
Maintenance: free maintenance for the first 12 months service contract for the following year maintenance at cost for the following year	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

2. Ss compare answers and answer this question: *What did you think of the negotiators' performances?*

E.

1. Ss listen to phrases from a negotiation. Ss practice saying them.

proposing → *Can I just begin by outlining our proposal?*

The advantages of our proposal are...

reacting → *One of the problems I can foresee is...*

I can see the advantages, but from our point of view...

It's difficult for us to...

bargaining → *Maybe we could increase the size of our order. Could you reduce the price by...?*

Delivering by May 30 is difficult for us. Maybe we could ship in two batches?

We do need to get it installed by the end of May. Could you do it on the 28th?

ending → *That seems fine. We seem to be agreed.*

I'll put something in writing by the end of the week and send it to you.

3. Ss will take part in a role-play about the purchase of equipment. Two Ss should look at file 21 on page 126, the others at File 55 on page 139 of *Working in English*.

4. Ss form groups with students who were in different groups. They discuss these questions:

a. *What happened in your negotiation? What concessions did you make?*

b. *Did both sides leave the negotiation feeling satisfied? If not, why not?*

- c. *What are some of the differences between a real-life negotiation and the role-play.*