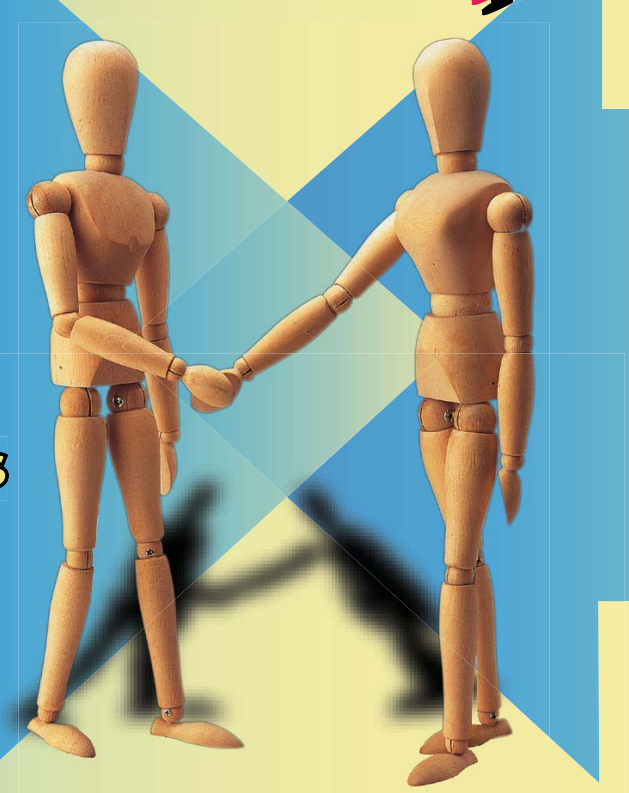
QUICK NEGOTIATIONS IN ENGLISH

For Business & Personal Negotiations



by Clyde A. Warden, Ph.D.
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PART 1
WHAT IS NEGOTIATION?

VOCABULARY & PHRASES

agreement [n]: the act of being in accord; a contract or promise between two or more groups.

argument [n]: a disagreement normally between two or more people using their voices to talk or even yell.

at least [phrase]: the minimum; something in common between the negotiators even though it may be small.

bottom line [phrase]: the most important factor; a low point that a negotiator is not willing to go lower; a conclusion.

compromise [n] [v]: an agreement between two or more people where everyone gives up something in order to get the agreement; give up something in order to get a deal.

count on [phrase]: depend on something as if it is certain.

disagreement [n]: the act of disagreeing or having different opinions or feelings.

flexible [adj]: willing to change something in the negotiation position.

goal [n]: the result or ending that is desired or worked toward; a target.

in the middle [phrase]: a point between two negotiating positions; caught in between.

inflexible [adj]: not flexible; resistant to any changes in the negotiating position.

issue [n]: a point in the negotiation that is not agreed on; an idea, a point, or a term that both sides are still negotiating.

make everyone happy [phrase]: an offer that allows all negotiators to get most or all of their goals.

negotiation [n]: the act of negotiating; two or more people talking about a business deal.

solution [n]: a way to solve a problem between two or more people; an agreement in a negotiation.

strategy [n]: a plan or way to achieve a goal.

to be honest [phrase]: to tell the truth; used to introduce some new information that may or may not be true.

INTRODUCTION

Negotiations is about satisfying needs. Negotiation is a normal and common human behavior. Some cultures teach negotiation to children from a young age while others try to avoid it. Whatever the case, all of us are negotiating every day whether we know it or not. One place we often negotiate is within our own families.

Although some people say it is just arguing, actually inside our families we are often negotiating. Normally, this is because somebody wants to get something or wants to avoid something. When two people want to buy coffee, rather than tea, this is not a problem. However, if a husband wants to take a vacation to Europe whereas his wife wants to go to Disneyland in the U.S.A.,

there is a problem, and they will need to negotiate. They may even argue, but in the end, they must find a solution.

DIALOG

Fred: We need to plan our summer vacation.

Jane: I don't want to wait until the last minute like we did last year.

Fred: We couldn't even get a hotel room.

Jane: Everywhere was packed.

Fred: That is a good reason to plan ahead.

Jane: It should not be too hard to get a flight to Disneyland if we go before the summer rush.

Fred: Disney? I thought we would travel overseas to see another country.

Jane: The kids really want to go to Disney.

Fred: I know.

Jane: They've been counting on it for months.

Fred: Yeah, they told me all their friends have been to Disney so many times!

Jane: I hate to let them down.

Fred: Traveling overseas will not let them down. A trip to another country will give them a chance to see another culture.

Jane: Another country? You mean like to Europe or Asia?

Fred: Yes. This way, the kids can really learn something about the world. They will have fun, too.

Jane: It sounds like so much work though. I think everyone would like to just relax during the vacation.

Fred: You mean we can only rest on our vacation? We can't learn anything?

Jane: I didn't say that, but I think we should have fun. An international trip is so much work.

Fred: You sound inflexible. We can only have fun your way.

Jane: That is not what I mean. Of course, we could do both. I'm flexible.

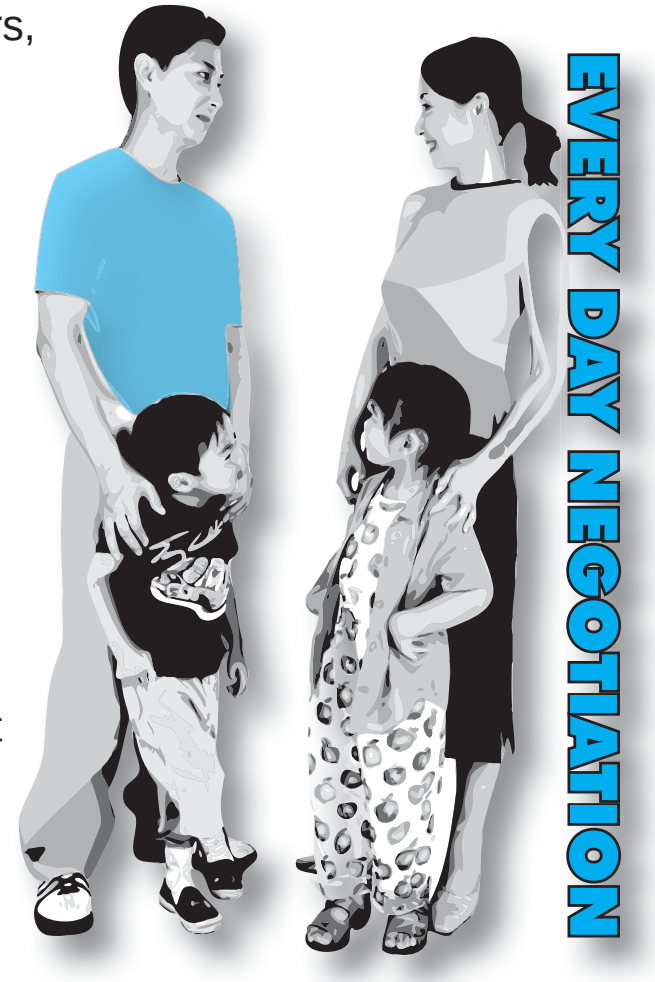
Fred: Well, you know our neighbors, the Millers, they took separate vacations last year.

Jane: Separate? How did they do that?

Fred: Just like us, they wanted to go to different places and do different things separately.

Jane: Well, did it work out?

Fred: It made everyone happy, but I really want us to have a vacation together.



Jane: I agree. Separate vacations wouldn't be the same as a family trip. The bottom line is: if we don't go together, then I don't want to go.

Fred: At least, we can agree on that. Can't we find some kind of compromise?

Jane: Maybe we could stop at Disneyland for a day or two on our way to another country?

Jane: That is a good idea, but we would waste so much time at airports.

Fred: Then we would have to rent a car to get to the Disney park from the hotel.

Jane: But that is what we have to do any way.

Fred: Yeah, but it sounds like we would all be tired out already. How can we have any fun if we are tired out?

Jane: Don't forget, we have to pay for the airplane flight. To be honest, it is all sounding very expensive to do everything.

Fred: Not if Disney is in another country.

Jane: You mean like Euro Disney, in Paris?

Fred: We can go to France and Disney at the same time.

Jane: But the kids really wanted to go to Disneyland in California because their friends have all been there.

Fred: I just don't know what we can find in the middle that can make everyone happy.

WORD PRACTICE

1) agreement

We must reach an **agreement** today.

_____

I want an **agreement** we are all happy with.

_____

An **agreement** can benefit both of our companies.

_____

2) argument

I don't want to have an **argument**.

_____

We should avoid an **argument**.

_____

Instead of an **argument**, let's lay out the facts.

_____

3) at least

At least, we can agree on product description.

_____

Today, we should **at least** get through the first three issues.

_____

After five hours, our negotiation has **at least** made our positions clear.

_____

4) bottom line

Our **bottom line** is 320 dollars per unit.

_____

The **bottom line** is we must come to an agreement before the end of the day.

_____

What is your **bottom line** on price?

_____

5) compromise

If everyone **compromises**, we will be able to get a deal.

_____

We cannot **compromise** on this point.

_____

Is there anything you can **compromise** on?

_____

6) count on

I can **count on** Fred to support me during the negotiation.

_____

Our team members must be able to **count on** each other.

_____

We can **count on** the other side pressuring us on price.

_____

7) disagreement

We are having a **disagreement** over the budget.

_____

We keep having the same **disagreement**.

_____

I want to avoid any serious **disagreement**.

_____

8) flexible

A negotiating team must stay **flexible**.

_____

We are **flexible** on shipping terms.

_____

On what issues are you **flexible**?

_____

9) goal

The **goal** for this meeting is to find a price we can all agree on.

_____

Your **goal** should be to get at least a 12% increase in the product's price discount.

_____

My company's **goal** is to create the best product quality on the market.

_____

10) in the middle

Can we agree on a price **in the middle**?

_____

Is there anything **in the middle** we may be able to agree on?

_____

I do not see anything **in the middle** that is satisfactory to us.

_____

11) inflexible

We are **inflexible** on the quality issue.

_____

They are being **inflexible** on every point.

_____

At the start, the other side may seem **inflexible**, but that can change.

_____

12) issue

This negotiation has three main **issues**.

_____

Price is the most difficult **issue**.

_____

Although we like your samples, we have an **issue** with your quality control.

_____

13) make everyone happy

How can we get what we want and still **make everyone happy**?

_____

Our goal today is to **make everyone happy**.

_____

That solution can **make everyone happy**.

_____

14) negotiation

When will the **negotiation** begin?

_____

We must have a **negotiation** before we can sign a contract.

_____

How long do you expect the **negotiation** to last?

_____

15) solution

Do you have a **solution** for this problem?

_____

I do not see how we can find a **solution** if you will not agree to any change.

_____

The best **solution** is that we split the difference.

_____

16) strategy

Our **strategy** is to start with a high price and then slowly lower it.

_____

Do you have a **strategy** for tomorrow's negotiation?

_____

Their **strategy** is always the same. Every time, they just demand to lower price by half.

_____

17) to be honest

To be honest, the price is already below cost.

_____

I would like to give you what you want, but, **to be honest**, my boss would never approve.

_____

To be honest, we never expected demand to be so high.

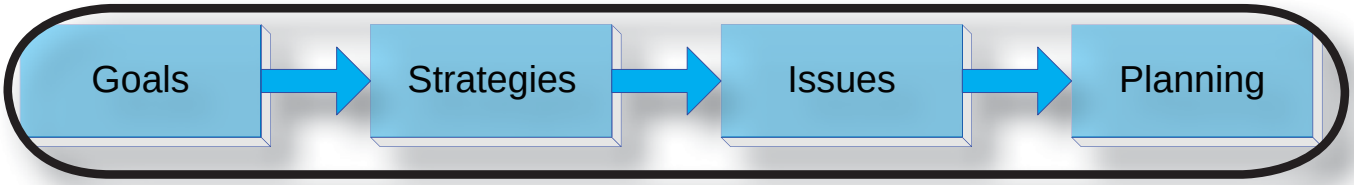
_____

FOLLOW UP

Jane and Fred are having what some people would call a disagreement, but actually they are negotiating. Negotiation has some important parts that make it different from just having a disagreement or argument. Parts of the negotiation process include goals, strategies, issues, and planning.

The first step of a negotiation takes place before any word is spoken. This is when the negotiator must think of the goal or target. Just negotiating to get a “lower” price will not be as successful as setting a clear goal, like a 25 percent price reduction.

Next, strategy is the general plan for how the negotiation will be conducted. After that, every negotiation needs at least one topic or issue, and most negotiations have many issues. With these three parts clear, the planning process begins. All of these steps are before any negotiation is started.



EXERCISES

Exercise A (Gap): Fill in the missing words. Use words from the vocabulary & phrases list.

Fred and Jane tried to have a _____, but they just couldn't find a solution that would _____. Reaching an _____ was not easy, and they almost had an _____ over this _____. The _____ was everyone was _____ because they wanted their vacation to be very special. _____, Fred, Jane, and the kids could _____ some kind of vacation. With a little _____ on both sides, Jane and Fred agreed to visit Disney and travel overseas by going to Disney Japan.

Exercise B (Gap): Fill in the missing words. Use words from the vocabulary & phrases list.

This _____ has two main _____. Our main _____ will be to start with a high price and emphasize our superior quality. Price will then become a big _____ for the other side. We will keep emphasizing our quality and then offer a _____ by removing some features from the

product and lowering the price. This will lower our production costs a lot and even increase our profit.

Exercise C (Short Answer): Write a four-sentence paragraph for each of these topics.

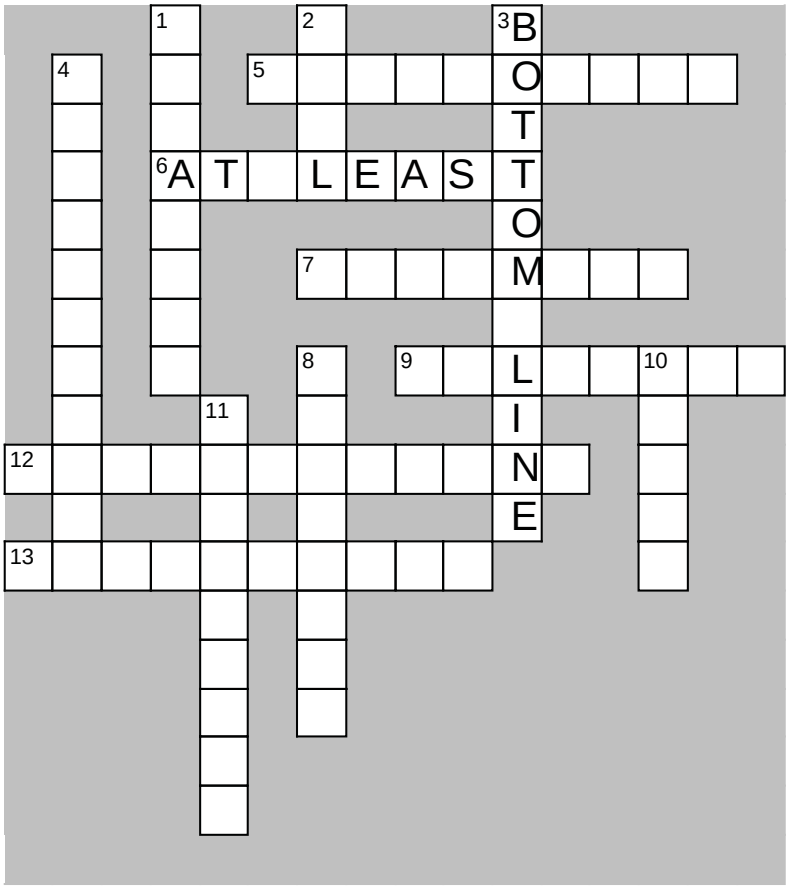
1) In the last week, how many times have you negotiated? Who did you negotiate with, and what for?

2) When was the last time you negotiated with someone in your organization or company? What was the negotiation for?

3) Describe a time when you negotiated with a colleague, guest, friend or family member, and in the end, everyone was happy with the result.

VOCABULARY PUZZLE

Exercise D (Puzzle): Use the clues to figure out the answers.



Across

5. Both sides need to _____, so we can get an agreement.
6. I must have _____ a price of $12 per unit—no less.
7. If you get emotional, you may start an _____.
9. Does anyone have a better _____?
12. The big _____ is over the price.
13. My boss is very _____; he has given all the details for the negotiation, and I cannot make any change.

Down

1. One _____ is to lower the price very slowly while another is to just start out with a lower price and then do not move.
2. Our _____ in this negotiation must be very clear.
3. Tell me your _____, and we can begin there.
4. The _____ must be finished by Friday.
8. Staying _____ means we can make changes to our offers.
10. The hardest _____ to overcome is the production time.
11. We can reach an _____ quickly.