Learning Objective:

to gain trust through negotiation and arrive at an agreement
Warm-up (3 mins)

What would you say when you have disagreements on some terms?
How do you close a negotiation?

Let’s learn some expressions.
Word Bank  (7 mins)

There are some sentence patterns to help you conduct a negotiation. Could you make sentences using them?

- Is that fair to say that …
- The only issue we are facing now is …
- I can’t agree to that.
- We cannot afford to bear it.
- I don’t think we can accept this offer.
- There must be a way around this.
- … split the difference.
- … sounds reasonable.
Case Study  (2 mins)

Setting

James works for an electromobile manufacturer. Ivy is a dealer from Spain. They are now negotiating an electromobile order.

James wants:
Ivy to pay for the product adaptation 100%.

James offers to pay 35%.

James accepts paying 50%.

Ivy wants:
James to pay for the product adaptation 100%.

Ivy offers to pay 40%.

Ivy accepts paying 50%.

Guess: What is the result of this negotiation?
Ivy: So, is that fair to say that we’ve agreed on the price and delivery?

James: I think so. The only issue we are facing now is how to pay for the product adaptation that you proposed. I have to say this is the type of cost that we normally pass on to the client.

Ivy: I can’t agree to that. We’re introducing this product to a new market. The change we proposed will definitely make the product more profitable. So it’s fair that your factory pays for this change.

James: The change needs much extra cost. We cannot afford to bear it.

Ivy: Well, since we have been cooperating for such a long time, how about you pay 60% of the extra cost?

James: I don’t think we can accept this offer. Eh … Well, 35% is the maximum we can take.

Ivy: Sixty-five percent of the additional cost is too much for us. And the original price of the product is already pretty high.

James: There must be a way around this. We can split the difference. Shall we evenly share the cost together? Does that cover it?

Ivy: Hmmm, sounds reasonable. Let’s call it a deal.
There are steps you can follow to win a negotiation.

**Step 1**
Identify the business problems and give your solutions.
- Both the problems and the solutions you stated must be realistic and focused.

**Step 2**
Show the other side how their needs will be met.
- You should seek to understand the other side and show them ways to be satisfied.

**Step 3**
Get to the heart of the matter and make the deal.
- You should be assertive to ask for what you want without anxiety or anger.
Expressions to win

• Is that fair to say that …
• The only issue we are facing now is …
• I can't agree to that.
• We cannot afford to bear it.

• I don't think we can afford this offer.
• There must be a way around this.
• … split the difference.
• … sounds reasonable.

Strategy to win

• Identify the business problems and give your solutions.
• Show the other side how their needs will be met.
• Get to the heart of the matter and make the deal.