



# **1552611 ENGLISH FOR BUSINESS NEGOTIATIONS**

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**English Program**

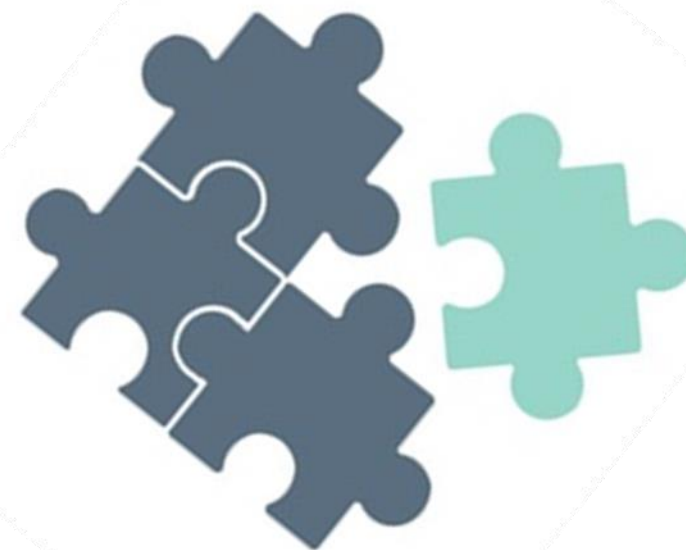
**Faculty of humanities and Social Sciences**

**Nakhon Pathom Rajabhat University**



# Course Description

Business conversation; conversational strategies and language expressions used in business negotiation; speakers' roles in negotiation and emotional management; use of language in expressing opinions, explaining and presenting arguments, and decision-making





# Outline of this course



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Unit 1 Introduction: Building a rapport

Unit 2 What is the best deal?

Unit 3 Making proposals

Unit 4 Best offer and reaching agreement

Unit 5 Compromising and sharing viewpoint

Unit 6 Negotiation across culture

Unit 7 Managing diversity and creativity

# Learning Objective

After completing this course, students will be able to;

1. explain what is meant by negotiation and apply that to a number of different contexts.
2. identify factors that can determine the outcome of a negotiation.
3. Apply conversational strategies and language expressions for successful negotiation .







# Contents



- Vocabulary
- Useful expression
- Negotiation techniques
- Unit summary
- Review questions



# Negotiation



- Negotiating Defined
- The Importance of Win-Win, or Interest-Based, Negotiations
- The Stages of Negotiation
- Planning Your Negotiation
- What It Takes to Close a Deal

# What Can You Negotiate About?

1. Price
2. Terms (e.g., how and when payment will be made)
3. Delivery
4. Quality
5. Service
6. Training
7. Resources (people, money, materials)
8. Scope
9. Process (who is going to do what to whom)





# The successful negotiator

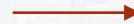
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HIT refers, in negotiation terms

”



H



A HAVE TO HAVE is an essential aspect or outcome for one of the parties in the negotiation.



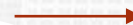
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INTEND refers to something that is less essential, but still important in the negotiation. You might be prepared to be flexible with respect to these items



T



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.







# Vocabulary

[https://www.freepik.com/free-photo/school-stationery-isolated-white-background\\_1007910.htm#page=1&query=stationery&position=1](https://www.freepik.com/free-photo/school-stationery-isolated-white-background_1007910.htm#page=1&query=stationery&position=1)



# Bargain (n.,v.)

/ˈbɑːɡən/

## Definition

Try to make someone agree to give you something that is better for you, such as a better price or better working conditions.

## Example

Unions bargain with employers for better rates of pay each year.



# Compromise (v)

kɒm.prə.maɪz

## Definition

Changing one's mind/terms slightly in order to find a resolution.

## Example

We are willing to compromise on this issue because it means so much to you.



# Negotiation (n)

นอ̌กฺกอบ̌.จิ'เอ็.จอน

## Definition

A formal discussion between people who are trying to reach an agreement.

## Example

The board is certainly willing to enter into negotiations to find common ground, he said.





# Rapport (n) /ræp'ɔ:r/

## Definition

A good understanding of someone and an ability to communicate well with them.

## Example

She has an excellent rapport with her staff.



# Compensate (v) /'kɒmpensert/

## Definition

To provide something good or useful in place of something or to make someone feel better.

## Example

If you are willing to work ten extra hours a week we will compensate you by paying you overtime.

# Negotiate in business: Small talk



Cited: <https://www.youtube.com/watch?v=gHUjpVnaasc>



# An importance of small talk



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The participant shows **politeness** by taking the time to acknowledge another person and listen to and respond to what they have to say. It is the acceptance of simple communication with another person.

*Lindy Pegler*

Cited:

<https://medium.com/swlh/the-importance-of-small-talk-and-how-to-perfect-it-5685fb611083>





# An importance of small talk



Small talk helps build the foundation for **authentic conversations** and deeper relationships in the future. It is a window of opportunity.

*Lindy Pegler*

Cited:

<https://medium.com/swlh/the-importance-of-small-talk-and-how-to-perfect-it-5685fb611083>



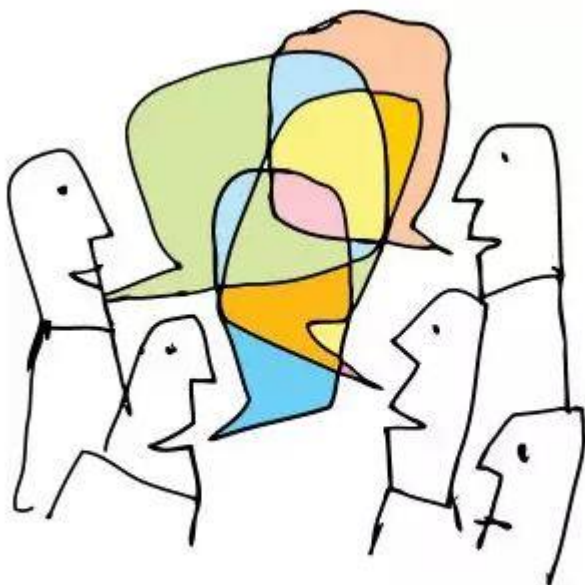
# An importance of small talk



Cited: Lynda.com



# Topic for small talk



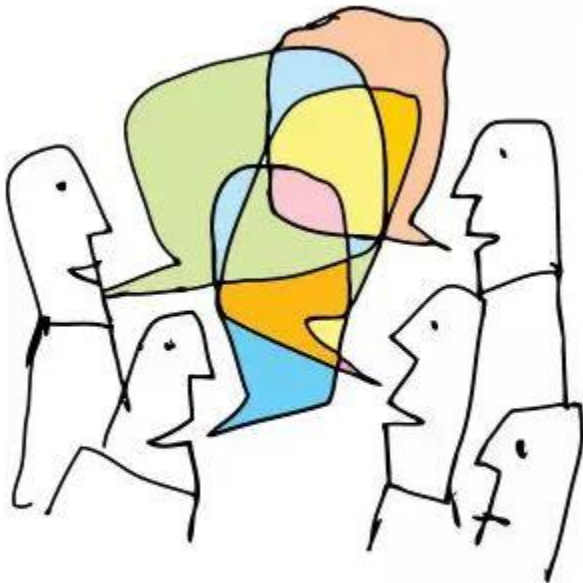
ESL conversation activities

- Asking about family
- Talking about interests (hobbies, skills, music, leisure)
- Asking about where a person lives (cities, countries, accommodation and etc.)
- Complementing someone on their clothes/hair/ jewelry, etc.
- Talking about travel and holidays

Cited: <https://eslspeaking.org/top-5-esl-conversation-activities-adults/>



# Small talk: Useful phrases



ESL conversation activities

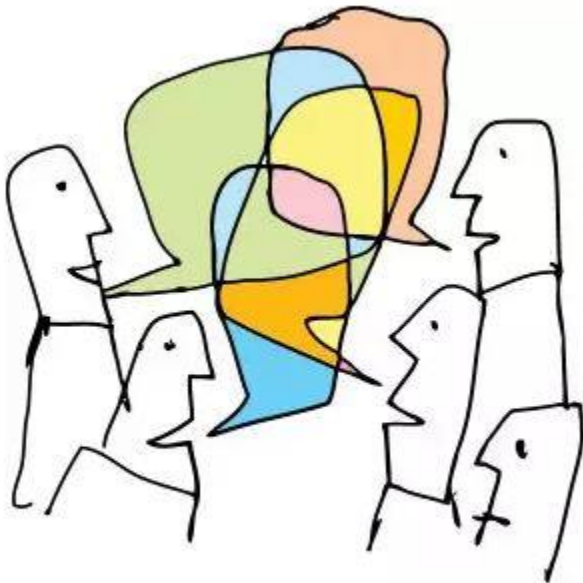
- Have you been with the Chicago office long?
- Where are you staying in Manila?
- How was your flight?
- Did you have a good journey?
- Have you travelled far to us today?

Cited: <https://eslspeaking.org/top-5-esl-conversation-activities-adults/>





# Small talk: Useful phrases



ESL conversation activities

- This suit looks nice on you.
- You looks good in pink.
- This pasta is delicious.
- You worked very hard on this.

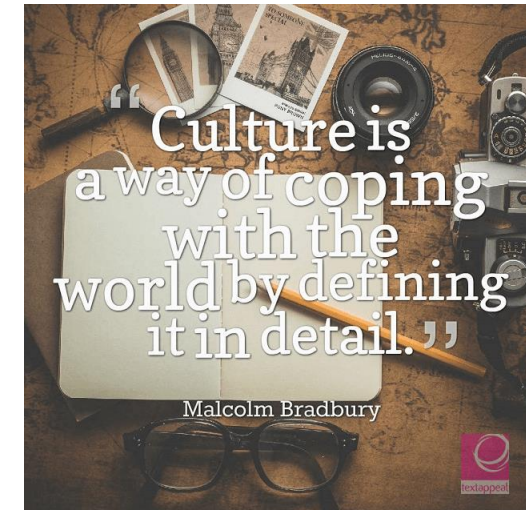
Cited: <https://eslspeaking.org/top-5-esl-conversation-activities-adults/>

# Useful expression

- Hi, how are you? What have you been up to?
- How's going?
- How are you doing this morning?

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- What you are good at?
- What are you interested in?





# UNIT SUMMARY



## Small talk and compliment

# The successful negotiator

“ To understand negotiation works. ”

⚙ Sender

⚙ Receiver





# NEGOTIATIONS



In short, there are two basic laws:



1. It's not what the sender says, but what the receiver understands that is true.



2. The sender is responsible for what the receiver understands



**Excerpt from Christ James.  
Negotiation coach for Executives New York**

# Unit summary

- Small talks or ‘breaking the ice’ .
- It is the easygoing, inconsequential conversation that we have with people we either don’t know well or at all.
- It is the light informal conversation that takes place between friends, colleagues, and new acquaintances.



# Unit summary

## small talk

- office employees
- friends
- people at cocktail parties
- participants at networking events
- or parents standing at the school gate.



Gino Crescoli / <https://pixabay.com>

# Unit summary

Give specific **compliments** should

- Focus on strengths, qualities, and characteristics.
- Say things that are true.



Gino Crescoli / <https://pixabay.com>



# Review

Complete the following table with verb or noun.

Verb	Noun
To negotiate	1 negotiation
2. Discuss	Discussion
To pay	3. payment
4. compensate	compensation
To organize	5. organization



# Review

## Make sentences with “must” for the following situations .

Ex. You think your colleague knows Bridget Neilson, an old friend of yours.

Rewrite: You must know Bridget Neilson, then.

2. You meet a client at the airport. He looks very tired.

□ You must be tired after your flight.

3. You tell a colleague you think she is very well organized.

□ You must be very well organized.

4. You tell a colleague you think his situation has been difficult.

□ It must have been a difficult situation for you.

5. You think your client has enjoyed their holiday.

□ You must have enjoyed your holiday.





# THANK YOU



## Practice makes perfect