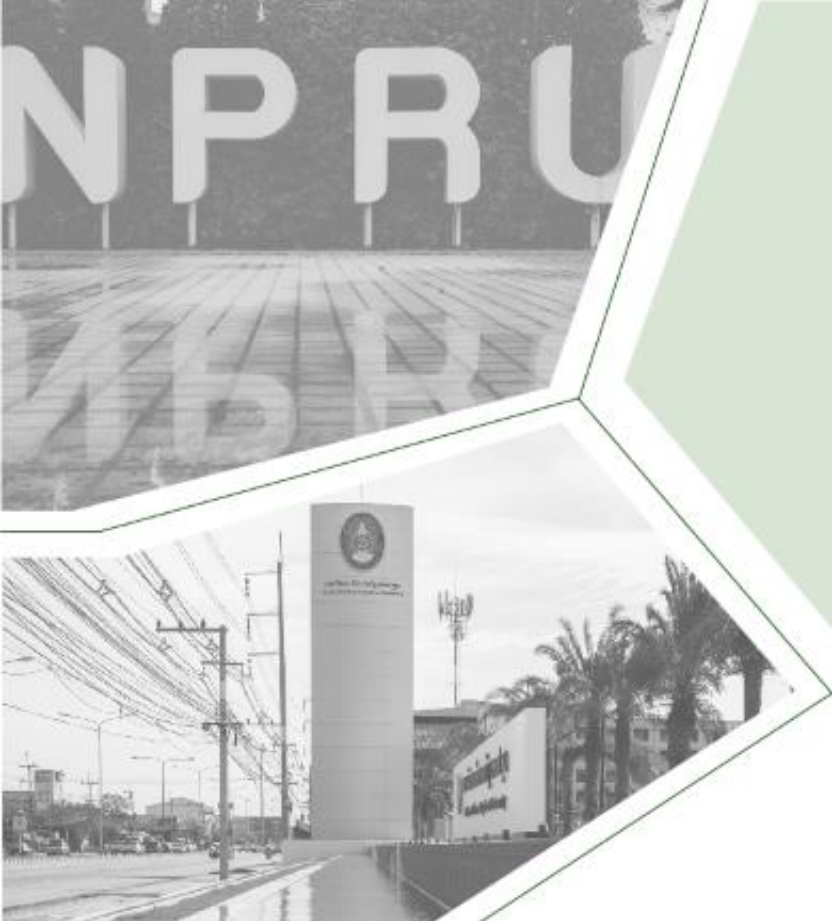


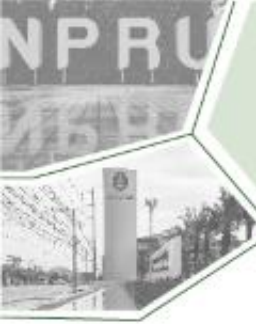


# Unit 3

## Making proposal

1552611 English for business negotiation





# Contents

- 01 Making proposal**
- 02 Process of meeting**
- 03 Presenting you agenda**





# Learning Objectives

**After studying this unit, students will be able to...**

1. list the useful vocabulary and expressions into their own words.
2. compare the informal and diplomatic language while presenting their ideas and opinions.
3. analyze and take note group discussion by taking note systematically.
4. create role play script and do a role play creatively.



“ Negotiation it's one of the fastest or cheapest and most common alternatives to dispute resolution in the context of international business as well as for resolving interpersonal disagreements. Notably it is essential to learn how to conduct a good education across cultures and in different countries of the world.”

Mohammad Ayub Khan et All (2019). The Palgrave Handbook of Cross-Cultural Business Negotiation



# The Palgrave Handbook of Cross-Cultural Business Negotiation

Making proposal is any form of statement that makes a suggestion about how to proceed during negotiation which indicate possible solution.

Mohammad Ayub Khan et All (2019). The Palgrave Handbook of Cross-Cultural Business Negotiation



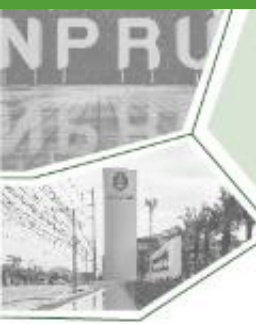
มหาวิทยาลัยราชภัฏนครปฐม  
Nakhon Pathom Rajabhat University



The Palgrave Handbook  
of Cross-Cultural  
Business Negotiation



# Vocabulary



# Terminology

disruption

proposal

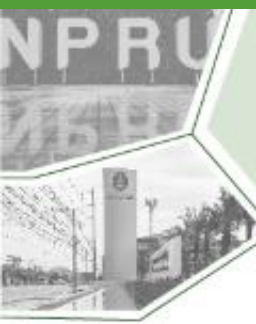


diplomatic

productivity







# Terminology

dispute

designate ongoing relationship

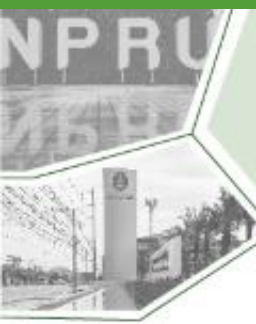
counter proposal

alliances

equity participation

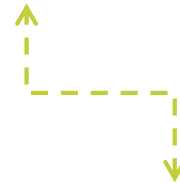






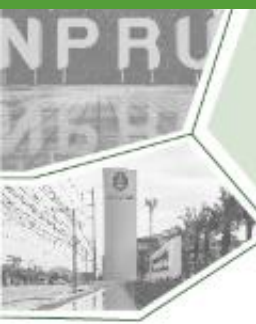
# Vocabulary and phrases

- team
- organization
- client
- contract
- proposal
- customer
- project leader
- project management



- to agree
- to delay the start date
- to do research
- to move from one project to another
- to postpone a project
- to recognize the team to see through
- to take a contract on
- to work with someone





# Making proposal

In negotiation when someone doesn't agree with the suggestion and they put an alternative forward instead “**what is it called?**” “**what sort of language can soften and a negative reaction?**”

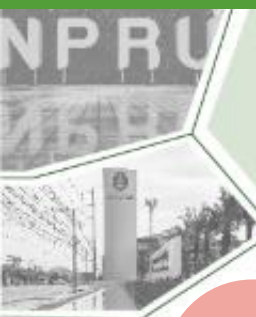
**At the proposal stage of negotiation,**  
the things to deal with;

⌚ reacting to counter proposal,

⌚ using diplomatic languages

to soften the mood and tone of your communication.

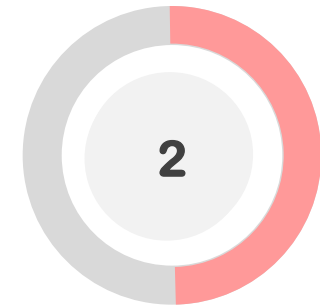




# Useful phrases

## Making proposal:

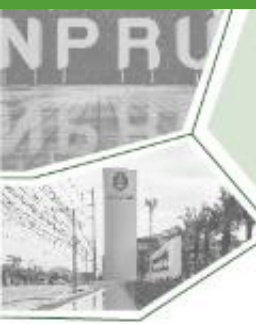
- My proposal is to...
- My idea is that...
- I like to propose that ...
- My suggestion is...



## Accepting proposal:

- I think that meets our requirements...
- That sounds acceptable!
- That sounds reasonable!
- I can accept that ...
- Fine!



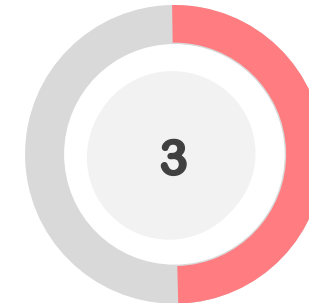


# Useful phrases



## Offering counter proposal:

- Instead of ...how about....
- Rather than we might be able to...
- Could... instead ?
- Perhaps a better the idea would be to ...



## Rejecting proposal:

- Sorry but I'm not really sure about that...
- That's not what we had in mind
- I'm afraid I'm not convinced by that...
- I'm afraid I have some reservation about that..





# Unit summary

## Making proposal



### 7 RULES of Negotiation

- 1 ALWAYS TELL THE TRUTH**  
One note on this, cited from Tom Stanley's "The Millionaire Next Door", was that the #1 characteristics of millionaires was that they had fanatical levels of integrity.
- 2 USE CASH**  
Cash is still king when it comes to negotiating and it backs every word that comes from your mouth.
- 3 USE WALK-AWAY POWER**  
Cash is still king when it comes to negotiating and it backs every word that comes from your mouth.
- 4 SHUT UP**  
Ask a question, gather information, and remember that silence is powerful. Good question to ask: "Is that price firm?"
- 5 USE THE PHRASE: "THAT'S NOT GOOD ENOUGH."**  
(This was made famous by Henry Kissinger)
- 6 GO TO THE AUTHORITY**  
When you're not getting anywhere, say, "I'm sorry. I made a mistake—I thought you were qualified to negotiate. (Something tells me Ramsey could say this more effectively than me. I'd probably get kicked out of the store...)"
- 7 USE THE "IF I" TECHNIQUE**  
Example: "If I were to \_\_\_\_, I would need to \_\_\_\_." Have patience with this.



When you use a competitive approach to negotiation, you tend to be assertive, demanding, and threatening. You will try your best to subdue and overpower the other side to accept your proposals and demands. You seek to win even when this entails cost to the other party



Using a collaborative approach to negotiate, you will invest all your efforts in exploring options with your counterparts, seeking common ground and shared interests. You aim to end the negotiation process with win-win results



# Unit summary

## Making proposal



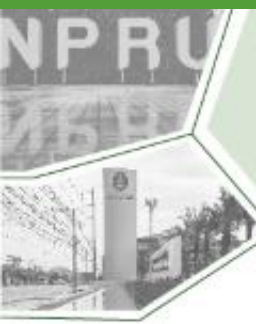
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Using a compromising strategy to negotiate a deal, you tend to give up easily on your initial demands and accept some of the demands of your counterpart. The outcome of negotiation in such cases is a compromise solution, in which both parties will lose, compared to what they hoped to achieve in the process.

Individuals and nations have their own negotiating styles. Negotiation styles may also vary based on gender differences. Male negotiators are different from female negotiators when comparing their negotiating techniques.



# Exercises

## 1. Complete the sentences with suitable expressions

deal

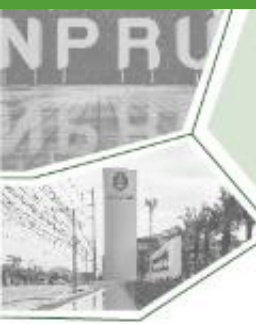
1. I'd like to propose that ....
2. My colleagues and I suggest ....
3. We propose having consider your proposal, my boss suggests....
4. Last time we met we proposed that...

## 2. Make these sentences more diplomatic

1. that's out of the question.
2. I can accept can't accept that..
3. That's not good enough
4. That's far too expensive
5. Your deliver times are extremely slow

deal





# Thank you

