

NPRU

1552611



Unit 4 Best offer and reaching agreement

1552611 English for business negotiation



Contents



- What is BATNA?**
- The negotiation process**
- Take note meeting agenda**
- Reassurance the agenda and revise the minute**



Learning Objectives

After studying this unit, student will be able to...



- describe the concept of bargaining into their own words.
- paraphrase the statements and key terms of negotiation in meeting agenda clearly.
- to differentiate the expressions and phrases for reaching agreement.
- create role play script about meeting with company staffs.

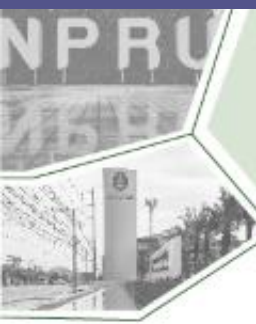
Reaching agreement

It is very common for negotiators to assume that negotiations are about reaching agreement—leading them to be surprised when they encounter disagreements or differences at the end of a negotiation. Negotiators must expect this agreements and have a backup plan in case of negotiation breakdowns.





Vocabulary



Terminology

clarify



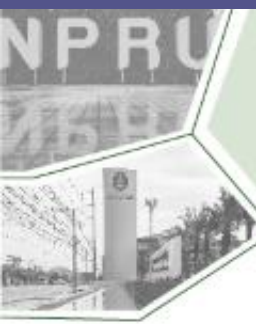
bargain



persuade



reassurance



Terminology

guarantee

BATNA

reconsider

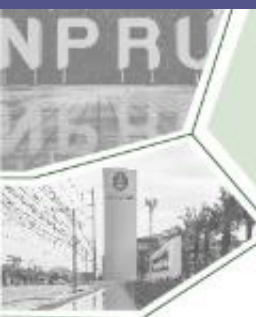


reliable



breakdown





Reaching agreement

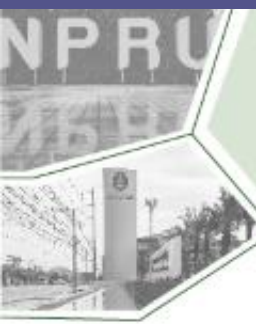
Getting to Yes: Negotiating Without Giving In”; this term indicates the best alternative you have. Reflecting on what you can do on your own, without a ‘yes’ from your counterpart, your BATNA is one standard against which you judge any offer your counterpart has made you. If you cannot improve the agreement, then you should consider withdrawing from the negotiation and pursuing your alternative.



Bargaining Power:

The bargaining power of parties in negotiation is determined by circumstances or conditions that increase the competitive position of one party over the other. Sources of bargaining power are knowledge, quality of the product, size of the company, location of negotiation, and more.





Reaching agreement

Bottom Line:

The bottom line could be increasing the market share, earning a profit, building business networks, or just solving a long-standing problem between the parties. Generally, use of the term “bottom line” refers to monetary benefits involved in business transactions

03



04

Reservation Price:

The price level or price point below or above which you will not accept the price. It is the least favorable price point at which one will approve the deal.

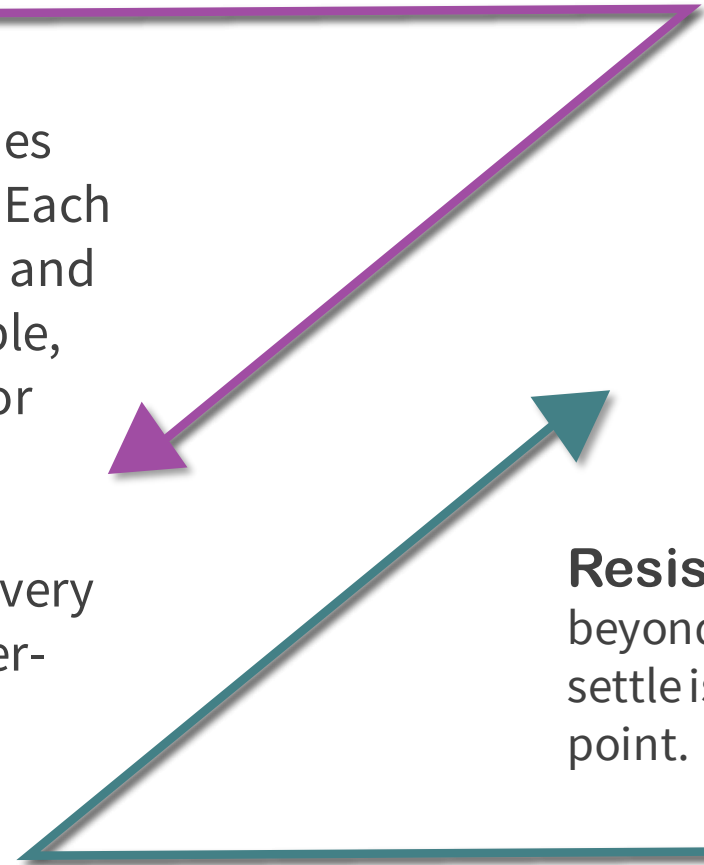




Reaching agreement

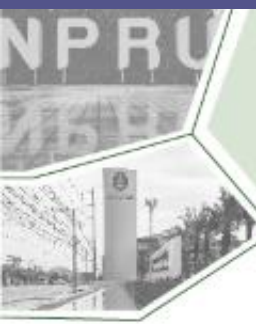
Bargaining Mix:

The entire package of issues involved in a negotiation. Each topic can have its starting and finishing point. For example, when negotiating selling or buying a product, the bargaining mix will likely include price, quality, delivery date, guarantees, and after-sale services.

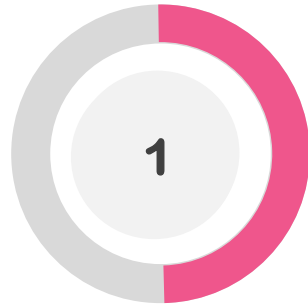


Resistance Point: The point beyond which a negotiator will not settle is a resistance or reservation point.



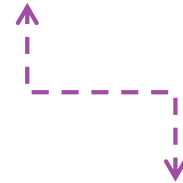
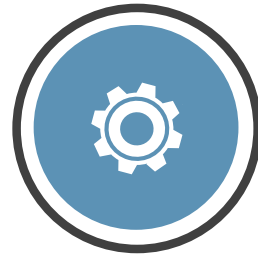


Useful phrases



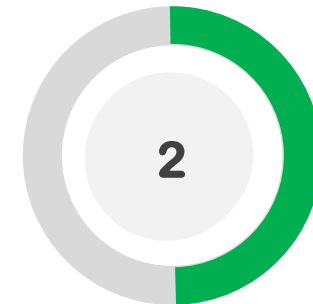
Bargaining

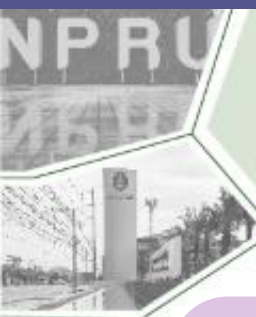
- If you can guarantee that ... then we will accept the proposal.
- Provide that ..., then we could accept
- If you We could ...
- If you can ... then we are prepared to...



Persuading

I know you'll agree that...
I'm sure you'll agree that ...





Useful phrases

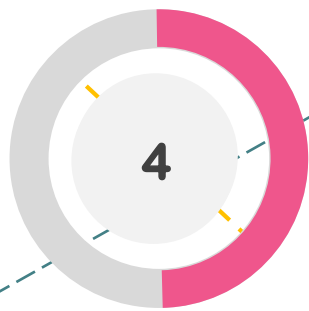
Giving reassurance

- I can assure you that ...
- You can be sure that ...



Checking you've understood correctly

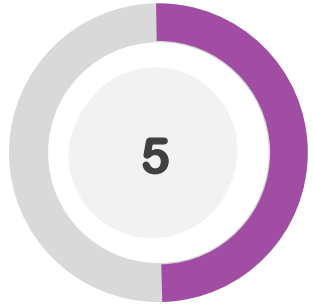
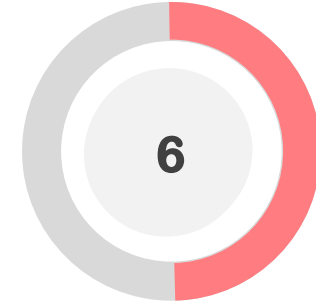
- I'm sorry, did you say...?
- When you said...did you mean...?
- I'm sorry, I didn't catch that,
- I'm not sure if I've understood you correctly.



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



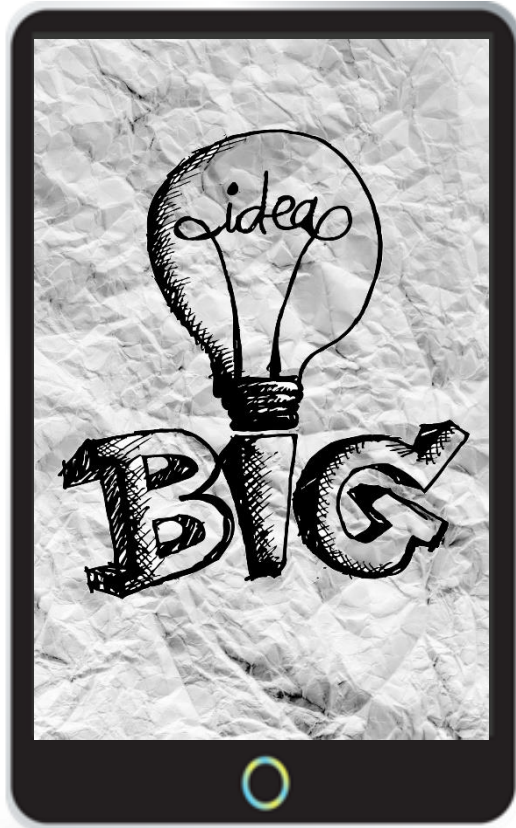
Negotiation involves not only buyers and sellers, suppliers and producers, or producers and distributors. Kids, parents, students, teachers, politicians, and religious leaders also negotiate.



In addition, negotiation is and can be used to build new relationships, business transactions, and partnerships.

Unit summary

The process of negotiation concerns



- ❑ It enables you to see a negotiation from both your side and that of your customer allows you to proactively manage the negotiation so that both sides benefit is applicable to virtually any kind of negotiation, regardless of how large or small the deal makes it possible for you to determine what you've done right and repeat it or done wrong and correct it.
- ❑ It enables you to deal effectively with any kind of negotiating tactic increases the quality of internal negotiation helps you anticipate and deal with irrational competitive behavior and respond in a logical and sensible way.

Exercises

Complete the negotiation extracts below using these phrases

50%

Can if you if you can guarantee that
Provided then we will accept the proposal
we could

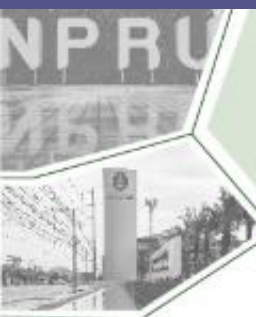
We need to be able to rely on our suppliers ¹.....shipping the computer hard drives from your factory in Eastern Europe is not going to delay the opening of our new Office ².....

We need to be sure of high quality ³..... that you can supply reliable computer components, ⁴..... consider placing an order with you.

⁵..... Include a two-year warranty for each item, we ⁶..... sign the contract.

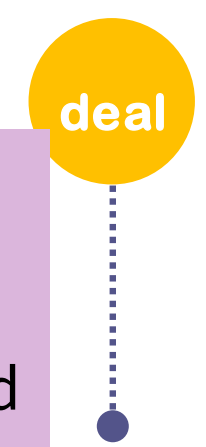
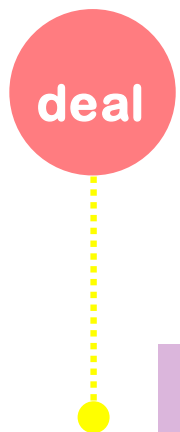
70%





Exercise

Complete the sentences below with the verb from the box.



can start
will become

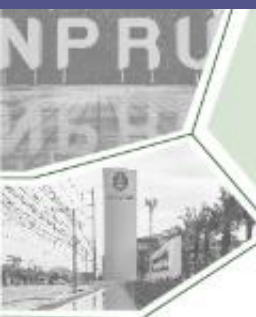
continue
would us

moved

share

1. If wefrom an open-plan area to individual officer, we would need more floor space, which would be too expensive.
2. If managementour open area, they would realize how noisy and consequently unproductive it can be.
3. If the packing crates are delivered next week, we..... Empty our cupboards for the move the following week.





Exercise

Complete the sentences below with the verb from the box.

deal

can start
will become

continue
would us

moved

share

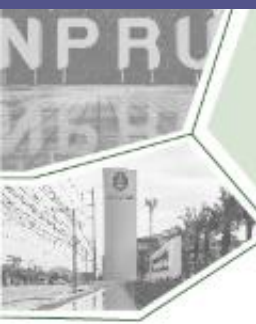
deal

4 Staffrestless if the office move is postponed again. They were frustrated by the initial delay.

5. More people public transport when travelling to and from work if bus stops were located nearby. were located nearby.

6. If a hot-desk, area is provided. staff canto work while their computer are set up at their new desks.





Thank you

