



# Unit 6 Negotiation across culture



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English for business negotiations



**Culture** has a profound impact on how people in the marketplace perceive and behave.

In the realm of international marketing. Culture has been typically visualized at the national level.



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# Learning objectives

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

- 01 describe the concept of culture at an international levels in their own words.
- 02 determine whether using conversation formal or informal which would be more appreciate for persuasion and handling break down.
- 03 organize their role play scripts into chorological orders.



## Terminology and language uses

We should interrupt people from people cultures immediately if we need to, and people from fact cultures politely and seldom. This advice relates to the negotiation as a whole, and the difficult balance between keeping to an agenda and spending time building relationships.



# Terminology and language uses

## Quarrelling and bickering

Both mean arguing, but the words are most commonly used for the way children argue over toys, so they suggest a level of childishness on the part of the two men.



# Terminology and language uses

## A deferred payment

It is one that comes later than usual.

## A penalty clause

It is part of a contract which states what the penalty is if one party fails to fulfil its obligations.



# Terminology and language uses

In this context, soft is seen as a positive word:  
soft selling (= selling by asking lots of  
questions) is an effective sales technique.

a negative sense: soft negotiating  
(= putting agreement at all costs before  
your own interests) is a poor technique.



# Terminology and language uses

- A commission is a payment received by a seller, calculated as a percentage of the sales price.
- Dream on! means ‘you can forget about it – it’s just a dream!’
- A serial entrepreneur is a person who has started a series of business ventures.



# Expressions

- Did you say you need three more months to complete the project?  
(We've already extended the deadline once, and now you want to do it again?)
- Did you say you need three more months to complete the project?  
(I thought we agreed two.)
- Was that a surcharge of thirty percent?  
(We weren't expecting more than ten percent.)



# Expressions

- Was that a surcharge of thirty percent?  
(We understood it would be thirty dollars.)
- So you're still not happy with the price?  
(I thought we'd agreed on that.)
- So you're still not happy with the price?  
(I thought the main problem was the delivery date.)



# Exploring interests





## Discussion

- What five things should negotiators not do when asking probing questions? Do you agree with the advice?
- Apart from not speaking, how else can you avoid interrupting? Give examples from your own experience.
- What does the commentary mean by counter-balancing? Can you think of an example?
- What three listening techniques are mentioned in the commentary? Are there any active listening techniques that you should avoid?





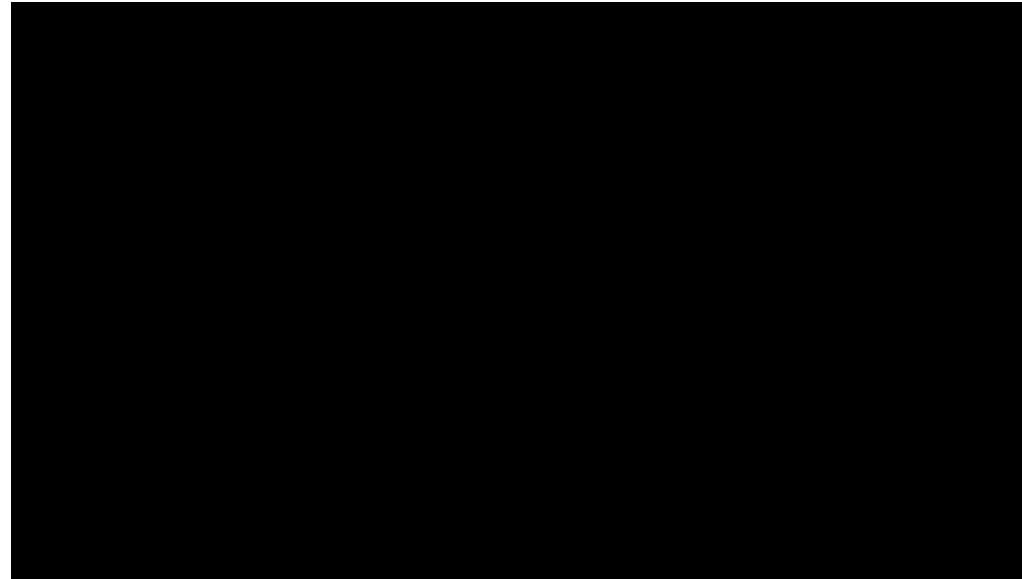
# Expressions

- So, what sort of figure were you thinking of?
- So as I understand it ...
- Under what circumstances maintenance might you be prepared to consider ...?
- May I ask you a question about that?
- So, let me just get this straight.
- Could you just clarify one thing for me?



# The bargaining zone







## Discuss with the following term of bargaining

be pushed around  
land of the free  
no real authority  
pay for your victories

practical and determined  
rather independent  
share your victory  
stand firm

the loser  
tough negotiators  
win-win solution  
you win today



# Term of bargaining

- **Volume business** means very large orders or large numbers of orders.
- **Payment terms** define when and how goods should be paid for.  
For example, many contracts between companies specify that goods must be paid for within 30 days or 60 days of delivery.



# Term of bargaining

- **An exclusivity clause** is part of a contract that states that one or both parties may not enter into a similar contract with a third party. For example, an exclusivity clause may state that party A will be the only supplier or distributor of a particular product.
- **Packaging includes** cartons (boxes), bottles, plastic wrappers, etc.
- **A penalty clause** is a statement of the penalty that one party must pay if the other party fails in its obligations.



# Language note

The structure at the end of the text, If you will ..., then I can ... is unusual but grammatically correct. Most learners of English are taught that we never use will after if.

In fact, we often can use will after if, but it has a very specific meaning. In this case, it is a way of referring to promises.

## Compare these two sentences:

- If you do X, then I'll do Y (= first you do X, then I'll do Y).
- If you'll do X, I'll do Y (= first you promise, then I'll do Y, then you'll do X).



# Powers of persuasion





# Expressions

- Now, we really do need to finalize the terms of this deal today, if that's OK with you,...
- Please understand that we simply don't normally offer free maintenance.
- Could you extend the credit period to ninety days because that really would help our cash flow?
- Now, you can have absolutely whichever option you prefer. It really is up to you.





# Expressions

- OK, so you're giving us the ninety days credit.
- Thank you very much. Now, can we look at installation?
- Imagine: what you'll really be getting with this system,  
....is absolute complete peace of mind.
- Can I get back to you on that because I really do need  
to clear it with the boss first?





# Handling breakdowns





# Language Note

- ❑ If somebody is disagreeable, they are unpleasant negative, etc. It is perfectly possible to disagree (= express a different opinion) without being disagreeable.





# Consider these words and terms

ambiguity

conflict

frustrating

interpret

atmosphere

diplomatic

generalizations

cliché

elaborate

impersonal

upset

read between the lines



# Discussion

- How important is the concept of ‘face’ in your culture?  
Do you think it is important to avoid conflict and making somebody lose face?
- How do you feel about having to read between the lines in a negotiation? Should everybody be more direct?





# Expressions

- ❑ ... we're looking at this the wrong way: trying to understand an abstract piece of modern art.
- ❑ Let's try coming at it from a different angle: trying to shoot a target with an arrow.
- ❑ ... we seem to be stuck ...: trying to walking through mud but unable to move.





# Exercise

1. Classify the sentences below into offering something (O), declining an offer (D), asking for help (H), accepting an offer (A).

- a) Can I get you anything?
- b) No, I'm fine thanks.
- c) Just a question, is there a drug store near here?
- d) Would you like something to drink, tea or coffee?
- e) Yes, maybe... a cold drink, if I may.
- f) Can I use your phone?
- g) I'd like to print something from this disk, if possible.
- h) Would you like a lift to your hotel?



# Exercise

## 2 Asking for opinion

Complete these exchanges.

- What's your (a) \_\_\_\_\_ on this?
- It's a (b) \_\_\_\_\_ idea.
- Do you have any particular (c) \_\_\_\_\_ on the subject?
- It's (d) \_\_\_\_\_, but I need more (e) \_\_\_\_\_.
- Mark, can we (f) \_\_\_\_\_ from you on this?
- I (g) \_\_\_\_\_ with Madeleine, she's absolutely (h) \_\_\_\_\_.
- Let's hear what others (i) \_\_\_\_\_ .
- Well, I think ...

think  
interesting  
great  
agree  
hear  
information  
opinion (2)  
right



# Exercise

## 3 Interrupting

Underline the correct word to complete these sentences.

- 1 Can I say / tell / talk something here? I think ...
- 2 Excuse me, Mr. Chairman, I want to interrupt / disagree / not agree with what Mr. Ancram has said. It's not the case that ...
- 3 I'm sorry, may I add / interrupt / opinion? It seems to me ...
- 4 That's not the truth / true / sure!
- 5 I'm afraid / pardon / sorry but I'd like to go / move to / continue another point.



# Exercise

## 4 Handling interruptions

Replace the underlined words in the exchanges below with words or phrases in the box that mean the same.

- 1 – Can I come in here?  
– Sure, say what you want to say.
- 2 – Jacques, one point ...  
– Please, let me conclude what I was saying.
- 3 – But the agreement is for six months!  
– Can we come back to that point later?
- 4 – Can I ask about the insurance?  
– That doesn't have any relevance to the topic.
- 5 – We should discuss the contract.  
– Can we leave that today? I think that's for another meeting.

talk about    not talk about    interrupt  
return    anything to do with  
finish    go ahead





Historically, negotiation is one of the oldest human practices. To this day, the skill of knowing how to negotiate is considered a valuable tool for reconciling differences in our professional and social lives. The need for negotiation skills will endure for as long as humanity does.





Negotiation and diplomacy go hand in hand;  
international relationships among nations are the  
outcome of peaceful negotiations based on  
internationally recognized norms and rules.





Who negotiates? Well, everybody negotiates. Whether you are a lawyer, a seller or buyer, a health officer, or a politician, you negotiate. In the context of business transactions, negotiations may take place between different players (listed below as examples) to settle issues ranging from type, price, quality, and design, to delivery date, guarantee, warranties, insurance, and after-sales services.





# Thank you

