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**Intellectual Output 1**



**The Language of Negotiations for Engineering Students**

**A guidebook for English learners with theoretical and diverse hands-on activities focusing on innovative cross-cultural communication practice for engineering schools and technical universities. The course embraces diplomatic language, bargaining, active listening, self-assertion practice, and much more. It is based on authentic sources.**

**IO1: LANGUAGE OF NEGOTIATIONS**

**Written by MAŁGORZATA TOMAL**

**SJO AGH UST, KRAKÓW**

***SECTION TEN***

***DEALING WITH OBJECTIONS***

***AND BARGAINING***

**STUDENTS**

**I. OBJECTIVES – HOW YOU WILL BENEFIT FROM THIS SECTION:**

ONCE YOU HAVE COMPLETED ALL THE TASKS CONTAINED IN THIS LESSON YOU SHOULD:

* *Improve your capacity of anticipating potential objections that can be raised by your opponent or client*
* *Boost your negotiation skills when bargaining and dealing with possible objections and reservations*
* *Improve your ability to use negotiating strategies through meaningful grammar structures, such as conditional phrases, negative questions and question tags*

**II. WARM-UP QUESTIONS**

1. When do we bargain? Is bargaining confined to the business environment?

2. Is bargaining acceptable in all business dealings?

3. Do you think negotiation processes depend on cultural contexts?

4. Can you think of any grammar structures that are often used during negotiations?

5. Do objection handling and negotiating happen at the same time?

Read the following sections to see if you were right.

**III. DID YOU KNOW?**

Sales experts and professional negotiators agree that the hardest thing about “selling” your product is turning your potential client into a paying customer.

They say that

* Objection handling happens before the sale.
* Negotiation starts when the sale has been made

and

* You can only lose a negotiation when you do not learn from your losses.

Linguistically, negotiators tend to use similar stratagems to be persuasive:

1. **Conditional sentences, question tags , questions (positive or negative ones)**

Also, there are some widely used bargaining techniques, trained and practised by marketers, such as:

1. **“Feel-Felt-Found” or exploring objections to build the negotiation base**
2. **Pitching only the wanted features of the product they wish to sell (ignoring the less desirable ones)**
3. **Using positive-sounding words and superlatives**
4. **Answering only the questions which are actually asked by the potential client**
5. **Validating and acknowledging the client’s concerns**
6. **Nurturing the relationship with them.**

All those strategies are used on everyday basis by all of us, often intuitively and subconsciously.

Study these phrases and say which of the techniques listed above they represent:

* When we feel strongly about something, we wish to share it with others. **(1 – zero conditional, 4)**
* If we need help, we will try to ask for it in exchange for a favour granted in the future.
* Don’t we exchange views, express feelings and opinions, trying to convince our interlocutors that we are right?
* We might try to prove that we sympathize with the speaker by saying “I know exactly how you feel. I felt the same when…, and I soon found that…”
* We do it all the time, don’t we?
* I know exactly what you mean!

**IV. ACTIVITIES.**

**A. PUT YOURSELVES IN THE POSITION OF YOUR CUSTOMERS. WHAT COULD BE SOME RESERVATIONS THEY MIGHT HAVE, REGARDING THE FOLLOWING OFFERS?**

**HOW WOULD YOU DISPEL THEIR DOUBTS?**

**BRAINSTORM FOR IDEAS IN GROUPS OF FOUR.**

***Example:***

***As an estate agent (A), you want to sell a house, with a swimming pool, for $1 m. Your client (B) has $900,000 to spend.***

B: The house is too big – it is an unnecessary luxury. We could do without a pool.

*A: I see what you mean. You are looking for something less grand, and not that expensive. But the size will soon prove to be invaluable, worth much more than the little margin you must pay up. And having one’s own pool is sheer joy!*

B: $900,000 is all we have. Another $100,000 seems quite impossible for us to raise.

*A: Realty is an investment. It will soon double in value. And what is $100,000, considering such a serious expense, anyway?*

1. As a seller at a Mercedes parlour (B), you aim to sell a fleet of 10 cars of different models for $5m (5 year-insurance in the package; 3 SUVs 4WD, 2 estate cars, 5 sedans) to a Film Producers Company, called “Five Stars”.

Your client (A) intended to buy 8 cars for $3.5m (3-year insurance; 1 SUV, 2 estate cars, 5 sedans).

1. You work for ABC Trends (A), a producer of IT appliances and computer parts in the UK. Your subcomponents supplier (B) wants to outsource production to India, which might affect the quality negatively (you prefer to outsource to Central Europe).
2. As a travel agent (B) you have prepared an offer for “High-adrenaline sports vacation” for your Croatian partner (A). You want to sell the holiday to sportive teens, people in their twenties and high-flyers at corporations. Your client wishes to narrow down the offer only to sportive people in their 20s and 30s.

**B. LOOK AT SOME SUGGESTIONS OF POSSIBLE EXCHANGES IN EXERCISE A ABOVE.**

**PARAPHRASE THOSE STATEMENTS, USING COMMON NEGOTIATION STRATAGEMS LISTED IN THE “DID YOU KNOW” SECTION III, IN THE FRAME.**

***Example:***

***As an estate agent (A), you want to sell a house with a swimming pool for $1 m. Your client (B) has $900,000 to spend.***

**B: The house is a little too big, which is an unnecessary luxury for us. And we could do without a pool.**

*A: I see what you mean. You’d rather avoid having to exceed your budget, wouldn’t you? But are you sure we are talking here about unnecessary luxury? The extra space will soon prove to be invaluable, won’t it? A perfect necessity! Wouldn’t it be worth much more than the little margin you must pay on top of your budgeted sum? And isn’t it anybody’s dream to have a private pool all to oneself?*

*[STRATAGEMS:*

* *acknowledging concerns: avoid having to exceed the budget, unnecessary luxury;*
* *positive-sounding vocabulary and images: invaluable/ perfect / worth much more / dream / private pool all to oneself;*
* *underrating obstacles: a little margin;*
* *question tags: won’t it?; negative question: “wouldn’t it…;*
* *handling only the mentioned concern and asked question: exceed the budget, to have a private pool]*

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|  |  |
| --- | --- |
| **Possible reservations (A)** | **Possible counterarguments (B)** |
| 1. |  |
| 2. |  |
| 3. |  |

*DIALOGUE:*

*STRATAGEMS:*

2. You work for ABC Trends (A), a producer of IT appliances and computer parts in the UK. Your subcomponents supplier (B) wants to outsource production to India, which might affect the quality negatively (you prefer to outsource to Central Europe).

|  |  |
| --- | --- |
| **Possible reservations (B)** | **Possible counterarguments (A)** |
| 1. |  |
| 2. |  |
| 3. |  |

*DIALOGUE:*

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3. As a travel agent (B) you have prepared an offer for “High-adrenaline sports vacation” for your Croatian partner (A). You want to sell the holiday to sportive teens, people in their twenties and high-flyers at corporations. Your client wishes to narrow down the offer only to sportive people in their 20s and 30s.

|  |  |
| --- | --- |
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| 1. |  |
| 2. |  |
| 3. |  |

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**V. BIBLIOGRAPHY AND REFERENCES:**

**SOME OF THE IDEAS IN THE ACTIVITIES SECTION WERE INSPIRED BY THE INPUT AT THE LINKS:**

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***SECTION TEN***

***DEALING WITH OBJECTIONS***

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**TEACHER’S**

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* When we feel strongly about something, we wish to share it with others. ***(1 – zero conditional, 3)***
* If we need help, we will try to ask for it in exchange for a favour granted in the future. ***(1 – first conditional)***
* Don’t we exchange views, express feelings and opinions, trying to convince our interlocutors that we are right? ***(1 – negative question)***
* We might try to prove that we sympathize with the speaker by saying “I know exactly how you feel. A lot of our customers felt exactly the same way, but they soon found that it was worth it.” ***(2, 6)***
* We do it all the time, don’t we? ***(1 – question tag)***
* I know exactly what you mean! ***(6, 7)***

**IV. ACTIVITIES.**

**A. PUT YOURSELVES IN THE POSITION OF YOUR CUSTOMERS. WHAT COULD BE SOME RESERVATIONS THEY MIGHT HAVE, REGARDING THE FOLLOWING OFFERS?**

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Your client (B) intended to buy 8 cars for $3.5m (3-year insurance; 1 SUV, 2 estate cars, 5 sedans).

***Possible reservations (B) and counterarguments (A)***

***Too expensive – good value for money / worth every penny***

***3 no-frill models are good enough – all models will be with all frills, newest technology, not at all oversold***

***Insurance in the package for 5 years is unnecessary – insurance for 3 years only with Mercedes makes no sense, as all is as good as new for 5***

1. You work for ABC Trends (A), a producer of IT appliances and computer parts in the UK. Your subcomponents supplier (B) wants to outsource production to India, which in your view might affect the quality negatively (you prefer to outsource to Central Europe).

***Possible reservations (B) and counterarguments (A)***

***Central Europe three times as expensive – but three times better quality***

***Communication issues (few speak English) – Indians do speak English, but often accent too heavy***

***Indian workers ready to work 24/7 – true, but cultural differences more profound***

1. As a travel agent (A) you have prepared an offer for “High-adrenaline sports vacation” for your Croatian partner (B). You want to sell the holiday to sportive teens, people in their twenties and high-flyers at corporations. Your client wishes to narrow down the offer only to sportive people in their 20s and 30s.

***Possible reservations (B) and counterarguments (A)***

***Young teens are irresponsible / are not legally accountable – you could raise the age limit to 18***

***People in corporations, if excellent workers, may not be sportive enough for extreme sports challenges – you could make create an optional package with extreme sports***

***Insurance for this offer will be too high – you could bargain a good deal with your regular insurer***

**B. LOOK AT SOME SUGGESTIONS OF POSSIBLE EXCHANGES IN EXERCISE A ABOVE.**

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|  |  |
| --- | --- |
| **Possible reservations (A)** | **Possible counterarguments (B)** |
| 1. ***Too expensive*** | ***good value for money / worth every penny*** |
| 1. ***3 no-frill models are good enough*** | ***all models will be with all frills, newest technology, not at all oversold*** |
| 1. ***Insurance in the package for 5 years is unnecessary*** | ***insurance for 3 years only with Mercedes makes no sense, as all is as good as new for 5*** |

***Possible answers:***

***1.***

***A: It is far too expensive. The ”Five Stars” CFO will never allocate $5m to a new fleet of cars! We can’t exceed $3.5m we’ve got!***

***B: But it’s such good value for money, isn’t it? It’s worth every single penny. And it’s Mercedes, don’t forget. A class in its kind. Top notch, top of the top. A symbol, a head-turner.***

***2.***

***A: Three no-frill models are good enough for us. It’s modest and affordable.***

***B: All the models we offer you will be with all frills, the newest apps and ultramodern technology. Isn’t it a fair deal to pay a third more for a full-frill version, when the price should be twice as high? And if you go for it, you will not feel oversold, as all the apps are bound to prove indispensable to any car lover!***

***3.***

***A: Insurance in the package for 5 years is unnecessary, we will be quite satisfied with the 3-year cover.***

***B: Wouldn’t you agree that with Mercedes insurance for 3 years makes no sense, as all is as good as new for 5 or even 6? If you accept our offer we will be prepared to extend the insurance to up to 7 years, what do you say to that?***

1. You work for ABC Trends (A), a producer of IT appliances and computer parts in the UK. Your subcomponents supplier (B) wants to outsource production to India, which in your view might affect the quality negatively (you prefer to outsource to Central Europe).

|  |  |
| --- | --- |
| **Possible reservations (B)** | **Possible counterarguments (A)** |
| ***Central Europe much more expensive*** | ***but often better quality output*** |
| ***Communication issues (not all speak English)*** | ***In India people do speak English, but often accent very heavy – difficulties communicating on the phone*** |
| ***Indian workers ready to work 24/7*** | ***true, but cultural differences more profound than in Central Europe*** |

***Students’ own answers***

1. As a travel agent (B) you have prepared an offer for “High-adrenaline sports vacation” for your Croatian partner (A). You want to sell the holiday to sportive teens, people in their twenties and high-flyers at corporations. Your client wishes to narrow down the offer only to sportive people in their 20s and 30s.

|  |  |
| --- | --- |
| **Possible reservations (A)** | **Possible counterarguments (B)** |
| ***Young teens are irresponsible or legally unaccountable*** | ***you could raise the age limit to 18*** |
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