

clearer idea of where I'm going and what I want to achieve. My only regret is not doing something to help people. If I could do it again, I'd definitely volunteer for charity work, probably in Africa.

4

Yeah, I took a gap year before starting business school. I needed to earn some money, so I worked in a car factory. It was hell. I've never been so bored in my life. I suppose I learned some valuable lessons, but now I wish I'd done something more exciting, gone somewhere exotic. I feel I wasted a year of my life.

5

I'd been in the same job for about twenty years, and I decided I needed to step back and think about what I wanted to do with the rest of my life. So I took a sabbatical. Fortunately my company was very understanding. I travelled in India for six months, then wrote a book about my experiences. It completely changed my outlook on life. I'd recommend it to anybody.

6

I've just started studying medicine. I wanted to get away from my parents and see the world, so I've just come back from nine months in East Africa. It was really hard. I almost came home after the first week. I'm glad I stayed, because I felt I made a difference to people's lives – a very small difference, but a difference all the same. But if I'd known what it would be like, I'm sure I wouldn't have gone.

5 Making deals

5.1 About business Retailing

 2:07

Interviewer: Excuse me, madam, could I ask you a few questions?

Shopper: It's miss actually, but all right then, if it doesn't take too long.

I: Thank you, miss, only a couple of minutes. I'd like you to tell me how interested you are in some of the opportunities offered by Internet services like Facebook and Foursquare.

S: Oh, I'm on Facebook, of course! Jessica Johnson, Miss Basildon twenty-twelve!

I: Really? Actually, I don't need your name, just a rating between zero and five. Zero means you're not interested at all, five means you're very interested.

S: OK.

I: So, how interested are you in checking in to shopping venues and letting your friends know where you are?

S: Oh, can you do that? So you can meet up for coffee, or go and try on some shoes together? Oh, yes, that sounds cool!

I: So that's a five then? Right. And what about winning gift certificates or prizes after a certain number of check-ins?

S: Ooh, wow! I love free stuff, don't you?

I: Uh-huh. Now, how about receiving information on special deals from stores?

S: Well, yes, I s'pose so. But not too many, you know what I mean? I can never resist a special offer! I end up spending more than I can afford!

I: OK. And how interested are you in checking in to a product by scanning a UPC?

S: Scanning a what?

I: A UPC. You know, a bar code.

S: What, on my iPhone?

I: Yes.

S: Why would I want to do that? Anyway, I wouldn't know how. I'm not really into technical stuff.

I: All right. Last question then; how interested are you in becoming the mayor of your favourite coffee-shop, or the queen of lipstick?

S: A lipstick expert? Nah, not really my thing. But wait a minute, what about shoes? Jessica Johnson, the queen of shoes? Oh, yes, I can see it now!

5.2 Vocabulary Negotiating and retailing

 2:08–2:15

- 1 So that's five hundred at 12 euros a box, then. And you need them by Wednesday, you say?
- 2 Considering this would be a regular order, I think two and a half thousand is still a bit expensive.
- 3 How about if we paid cash? Could you give us an extra 2%?
- 4 No, I'm sorry, that's my final offer. I can't go any lower than that.
- 5 And then we'd need you to be available five or six weeks a year. Or maybe a bit less. Anyway, we can talk about it. Nothing's decided yet.
- 6 Yes, we usually ask for 20% now, and the balance on delivery.
- 7 Look, this just isn't good enough! If you don't deliver until tomorrow morning, it'll be too late!
- 8 Well, there's not much between us now. What do you say we split the difference?

 2:16–2:20

- 1 five hundred at 12 euros a box
- 2 two and a half thousand
- 3 an extra 2%
- 4 five or six weeks a year
- 5 We usually ask for 20% now.

5.3 Grammar Conditionals and recommendations

 2:21

Petra: OK, we have to decide how to divide this list of responsibilities between us. What are your priorities?

Jan: Well, I'd really like to go to the conference in Madagascar. Could I suggest that you go to Siberia? If you agreed, I'd be willing to take my holidays in January and let you take yours in August.

P: I'm sorry, but I'd really like to go to Madagascar too. I couldn't agree to your proposal, unless you were prepared to take your holidays in January and go to the exhibition in Kazakhstan.

J: Hmm ... Well, I might consider going to Kazakhstan. I've got an uncle who lives there ...

P: Great!

J: ... providing you looked after the foreign customer at the tennis tournament – I know nothing about tennis.

P: OK, we're making progress. So, can I just summarize the position so far? You can go to Madagascar, as long as you also go to Kazakhstan, and you let me take my holidays in August. OK?

J: OK. But only if you do the tennis weekend.

P: All right, no problem, I'll handle the tennis, if you take your holiday in January.

J: And you go to Siberia.

P: Oh, now wait a minute, I never agreed to that! I couldn't possibly go to Siberia

unless you were able to ...

5.4 Speaking Negotiations – bargaining

 2:22

Part 1

Ingrid: So, Harry, you want to set up an e-business to sell music – mp3s and so on?

Harry: No, not mp3s – sheet music. You know, printed music for musicians to play, like song books, orchestral parts, and so on. At the moment we sell through our network of shops in Denmark, but I'd like to set up an e-business.

I: To reach customers worldwide?

H: Exactly. But the problem is, we don't have the skills, the staff, or the money to do it ourselves.

I: Well, Harry, Holman Multimedia can offer a complete package solution. We design, build and manage your website, and process your sales. We deal with the payments, we can even handle the logistics for you if you want. Although I suppose you'll send most of the music electronically, right?

H: Yes – as PDF files. It's much easier for us, and the customer gets immediate delivery.

I: Exactly. So all you have to do is make sure you have the product in stock, and count your profits!

H: And pay you a monthly fee, is that right?

I: That's right, Harry. No capital investment, no new staff, no overheads. And once you start selling music all over the world, that monthly fee is going to look very small.

H: All right then, Ingrid, I think we're in business. So what's next?

I: That's terrific, Harry! OK, well, can you tell me exactly what you want the site to do? You see, it all depends ...

 2:23

Part 2, Version 1

H: So, how soon can you deliver, and how much is it going to cost?

I: OK, look. I'm going to write down a figure per month here, just so it's clear, then you can tell me what you think. There, how do you feel about that?

H: Wow! No, there's no way I could pay that!

I: Well, I might possibly be able to bring it down a little, but only if we had a three-year contract.

H: A three-year contract! No, I can't agree to that.

I: Well, in that case, I can't bring the monthly fee down, I'm afraid.

H: And I can't commit myself to three years.

I: Well, Harry, you have my phone number. If you change your mind, just give me a call.

 2:24

Part 2, Version 2

H: So, how soon can you deliver, and how much is it going to cost?

I: OK, look. I'm going to write down a figure per month here, just so it's clear, then you can tell me what you think.

There, how do you feel about that?

H: Wow! Is there any way we could bring it down, say 10%?

I: Well, I might possibly be able to bring it down a little, but only if we had a three-year contract.

H: Well, I'd be reluctant to agree to a three-year contract unless you could guarantee a maximum down time of 24 hours per month. Could you do that?