

Internet research

Search for the keywords *cross cultural negotiation* to find out how cultural differences affect international negotiations.

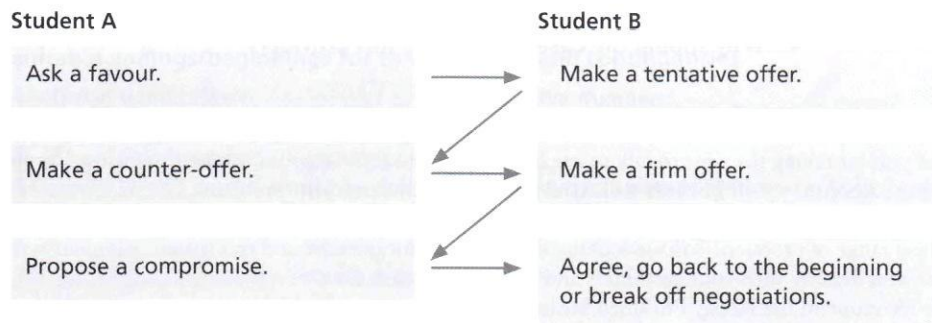


Bargaining

6 Work with a partner to negotiate the following situations. Change roles for the second negotiation.

- Student A: You have to give a presentation to the sales team tomorrow morning, but you booked an important client meeting at the same time. Ask B to give the presentation for you.
Student B: This is the second time this has happened in two months. You think A should be more organized, so if you agree, negotiate something valuable in return.
- Student A: You have to work with an auditor on Friday afternoon, but your boss has booked you on an all-day training course. Ask B to look after the auditor for you.
Student B: You were planning to take Friday afternoon off as you are going away for the weekend, so if you agree, negotiate something valuable in return.

Use the following format to structure your negotiations:



Pronunciation

7 Stressing keywords is important in making clear that your first offers are tentative and hypothetical. Underline the two keywords that are stressed in each of these examples.

- I might possibly be able to bring it down a little, but only if we had a three-year contract.
- I might consider reducing the price, if you increased your order.
- I'd be reluctant to agree to a three-year contract, unless you could guarantee a maximum down time of 24 hours per month.

8 2:25-2:27 Listen and check your answers in Exercise 7. Then practise saying each sentence.

Negotiating

9 With a partner, practise negotiating an e-tailing package.

Student A: look at the instructions below.

Student B: turn to page 121.

Student A

Harry Petersen's Application Service Provider, Holman Multimedia, has gone out of business, taking with it Harry's site which was turning over a thousand dollars per day.

Harry needs to hire a new provider. This time he is determined to negotiate a contract which will protect his business if there are problems. Harry has asked you to negotiate with another supplier, Easytail. He has given you a list of points to negotiate below. Try to obtain more 'Ideals' than 'Unacceptables'.

	Ideal	Acceptable	Unacceptable
Set-up time	< 3 weeks	3 weeks	> 3 weeks
Cost	less than Holman	same as Holman	more than Holman
Payment terms	> 30 days	30 days	< 30 days
Contract	6-12 months	12-18 months	> 18 months
Penalties if site is offline	> 50% of average turnover	50% of average turnover	< 50% of average turnover
Penalties if contract is broken	50% of turnover for 2 months	50% of turnover for 1 month	< 50% of turnover for 1 month

Glossary PAGE 155

down time
lead time
package
reluctant
tentative