

## **BEST WORKS!**

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### **NEWSLETTER**

### **BEST NEWS!**

May 2006

### **EXERCISE**

Some common negotiating idioms are shown **in bold** in these sentences. Do you know what they mean or can you guess their meaning from their use in the sentences?

1. I was forced **to cave in** to the demand for a higher discount.
2. The negotiations **bogged down** when the other side said it would not negotiate on that issue.
3. The contract is **in the bag**.
4. We **stuck to our guns** during the meeting and refused to consider such a proposal.
5. Human Resources followed the contract agreement **to the letter**.
6. The customer has been **playing hardball** during the contract talks.
7. The contract seemed impossible to win but we **pulled it off**.

Please scroll down to find the explanations.

### **NEGOTIATIONS: SOME USEFUL TIPS**

**Good preparation** helps you feel more confident expressing yourself in English and increases your chances of a successful negotiation.

#### **1. Know yourself and what you want:**

What is your overall goal and your best optimum result?

What are the main objectives to support your goal?

Put these objectives in order of priority.

What are the arguments that support your objectives?

Can you express these arguments in English?

What are your short-term *interests*?

What are your medium-term *interests*?

What are your long term *interests*?

What is your fall back position and / or BATNA (Best Alternative To a Negotiated Agreement)?

What are your strengths?

What are the strengths in your negotiating team?

What are your weaknesses?

What are the weaknesses in your negotiating team?

What roles are you going to assign to different members of your team?

Are there possible areas of conflict?

What arguments do you have to address these areas of conflict?  
Can you express these arguments in English?

## **2. Know who they are and what they want:**

Who is going to be there - (think about hierarchical position, decision-making power, corporate and country culture and so on)?

What language(s) do they speak?

What is the level of their English?

What is their perception of the relationship between you and them?

Are there any unresolved conflicts from the past?

Assess your last negotiation with them

Are there any cultural issues you need to address or research?

What do they think is important?

What is their best optimum result?

Do they have a fall-back position?

Can you identify common ground?

What are your common *interests*?

What are their possible objections?

What is their timetable? Do they have a degree of urgency or not?

Visualise yourself in their shoes: What are your strengths and weaknesses?

Has there been any contact with your competitors?

## **3. Know what both sides are able to do:**

What legal requirements do you have to consider?

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### **7 STEPS TO BEST NEGOTIATIONS**

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4 - 6 October 2006 in Düsseldorf

#### **Contents:**

Step 1: It's all in the preparation

Step 2: Get onto the playing field

Step 3: Define

Step 4: Be Creative

Step 5: Design - we're getting there!

Step 6: Agreement

Step 7: Leave the playing field

Please see [http://www.businessenglishst.com/2006\\_Seminars.htm](http://www.businessenglishst.com/2006_Seminars.htm) for more details

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### **EXERCISE - EXPLANATIONS**

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1. I was forced **to cave in** to the demand for a higher discount.

**to cave in** - to weaken and be forced to give in

2. The negotiations **bogged down** when the other side said it would not negotiate on that issue.

**to bog down** - to slow to a stop

3. The contract is **in the bag**.

**(to be) in the bag** - to be certain

4. We **stuck to our guns** during the meeting and refused to consider such a proposal.

**to stick to your guns** - to defend an action or opinion despite an unfavourable reaction

5. Human Resources followed the contract agreement **to the letter**.

**to the letter** - do something exactly, do something with nothing done wrong or left undone

6. The customer has been **playing hardball** during the contract talks.

**to play hardball with (someone)** - to act strongly and aggressively

7. The contract seemed impossible to win but we **pulled it off**.

**to pull (something) off** - to succeed in doing something difficult or impossible

Erica Williams  
May 2006

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