

Price Negotiation



This week...

Max and Chris are discussing the terms and conditions of a contract and negotiating the price.

Lesson Objectives...

- Negotiating a price
- Making a deal

Business English Conversation

Advanced Class

Warm Up – Topic Question



What are the skills of a good negotiator?

Picture Description

What are they negotiating?



A



B



What document are they looking at?

Max	Thank you for coming to see me today to talk about the proposal.
Chris	It's good to be here. So, what did you think about the terms and conditions of the contract?
Max	We can agree with most of the terms, but your figures are still too high.
Chris	We're already offering you our best price.
Max	Unfortunately, we won't be able to place an order unless you can offer a further reduction of 20%.
Chris	I'm afraid that's not possible. However, if you can sign the contract today, I am willing to agree upon 10%.
Max	OK. If you can meet me halfway at 15%, we've got a deal.
Chris	You sure do drive a hard bargain. It's a deal.

So, what did you think about the meeting with the client today?

1. Thank you for coming to
2. So, what did you think about?
3. Unfortunately, we won't be able to
4. I am willing to



Role Play – Price Negotiation

Student B is negotiating with Student A, and hopes to get a lower price without too many changes to the conditions. Student A is trying not to lower the price by too much.



Student A: Ask Student B what he/she thought about the terms and conditions of the contract.

Student B: Tell Student A that most of the terms were OK, but negotiate some of the **Conditions**

Key Phrases

- What did you think about the terms and conditions of the contract?
- We're already offering you our best price.
- I am willing to
- We can agree with most of the terms, but
- If you can meet me halfway
- I appreciate that, but
- *Other*

Conditions

- delivery schedule
- shipping costs
- length of the contract
- start date
- payment schedule
- *other*

Agree or Disagree



1. The price is the most important thing in a negotiation.
2. An honest negotiator is a good negotiator.
3. It is important to always keep calm in negotiations.

- What negotiation skills do you use in your daily life?
- Do you enjoy the challenge of negotiating?
- Is price negotiation easier for the buyer or the seller?

- already - *He has **already** agreed to the price.*
- conditions - *Remind me of the terms and **conditions**.*
- halfway - *Don't give up. We're **halfway** there!.*
- negotiation - *To be honest, I lack good **negotiation** skills.*
- reduction - *I'm asking for a **reduction** in the price.*
- unfortunately - ***Unfortunately** he didn't agree to the terms.*
- unwilling - *I'm **unwilling** to agree to these conditions!*