

# 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**

**Super Class**

## Warm Up – Topic Question



What are the skills of a good negotiator?

# Picture Description

What are they negotiating?



B



A



<b>Max</b>	Thank you for coming to see me today to talk about the proposal.
<b>Chris</b>	It's a pleasure to be here. So, what did you think about the terms and conditions of the contract?
<b>Max</b>	The terms <b>are agreeable for the most part</b> , but your figures are still a bit too high for us.
<b>Chris</b>	We've tried our best to keep prices down as much as possible.
<b>Max</b>	I appreciate that, but we simply can't agree to it unless you can come down by a further 20%.
<b>Chris</b>	That won't be possible. Tell you what though, If you can make a commitment today, I reckon we can come down by 10%.
<b>Max</b>	How about we <b>split the difference? Meet me halfway</b> at 15% and we've got a deal.
<b>Chris</b>	You sure do <b>drive a hard bargain</b> . OK. It's a deal.



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.

## Key Phrases

- What did you think about the terms and conditions of the contract?
- We tried our best to keep prices down as much as possible.
- You sure do drive a hard bargain.
- The terms are agreeable for the most part, but ....
- How about we split the difference?
- I appreciate that, but ....
- *Other*

## Conditions

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



Talk about one of the following topics for one minute:

1. The dos and don'ts of negotiation.
2. Knowing when to walk away from a deal.
3. Keeping calm in negotiations.

\*Other students in the class, ask one question each to the presenter after the speech

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

We will have to bring something to the table during our next round of negotiations.



**to call someone's bluff** – to challenge someone's statement or threat because it is not believed

- When she threatened to quit her job, her boss **called her bluff** and told her she could leave if she wanted to.

**to bring something to the table** – to have something to offer during a negotiation

- We were able to **bring a new offer to the table** during the negotiations.

**put your money where your mouth is** – take action to support the things you say

- If you're so confident in this product, **put your money where your mouth is** and buy it.