

13 Negotiating

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some situations where negotiations are necessary?
- 2 What are some strategies for successful negotiation?



To: markdavis@newtech.com,
chelseastevens@newtech.com
From: jimbrooks@newtech.com
Subject: DigiTech Negotiations

Mark and Chelsea,

Next week, we will **negotiate** our contract with DigiTech Supplies. They supply parts for our computers and smartphones. I'm confident that we can negotiate a **deal** that is **mutually beneficial**. But we need to be prepared. Please keep the following things in mind.

- We need to **anticipate** what DigiTech will do. They've experienced some budget cuts in the last year. As a result, they will probably open with high prices. Please do some research on their competitors. That way, we'll have an idea of fair prices at this point in time.
- Our priority is to reduce our current costs by 3%. We absolutely cannot **back down** on this. We may have to make some **trade-offs**. We can **compromise** on delivery and payment terms, but we must cut costs.
- DigiTech has been our parts supplier for five years. We have a good relationship with them. It's important to maintain that. If there are **conflicting** viewpoints, remember to stay calm. We want to avoid any **hostile confrontations**. If things get heated, we can stop and continue another time.

So please keep these things in mind. If all goes well, we'll **close** a deal that is in everyone's best **interests**.

Thanks,
Jim

Reading

2 Read the email. Then, choose the correct answers.

- 1 What is the email mainly about?
 - A the results of a negotiation
 - B a schedule for upcoming negotiations
 - C problems with a supplier contract
 - D goals for upcoming negotiations
- 2 Which of the following is NOT true of DigiTech?
 - A They have a good relationship with Newtech.
 - B They had to reduce their budget recently.
 - C They are a new supplier of computer parts.
 - D They will start negotiations with high prices.
- 3 What is Newtech's main goal in the negotiations?
 - A to decrease supply costs
 - B to present competitor prices
 - C to compromise on payment terms
 - D to reduce delivery costs

Vocabulary

3 Fill in the blanks with the correct words or phrases from the word bank.

WORD BANK

mutually conflicting
beneficial confrontation anticipate
back down deal close

- 1 Everyone disagreed with Tom's idea so he decided to _____.
- 2 The agreement was _____ for everyone. Both parties will make money.
- 3 The argument resulted from _____ opinions.
- 4 He hopes to _____ the contract negotiations on Friday.
- 5 The details of the contract were _____ agreed upon by Rick and Jane.
- 6 To avoid _____, try to have a pleasant attitude.
- 7 They couldn't agree on a _____, so negotiations ended.
- 8 Good negotiators _____ problems before going into a meeting.