

Negotiations



Level B1

Student's version

1. Negotiations

1. Warm-up. Listen to the recording and answer the questions below:

http://www.english-test.net/toEIC/listening/negotiating_a_lower_price.html

1). What is the main purpose of the discussion?

2). What problem does the woman have?

- a) Her husband has been laid off from his job.
- b) She does not like the color of the vehicle.
- c) She does not have \$1,000s
- d) Her work hours have been decreased.

3). What does the man offer to do?

- a) Check with his supervisor
- b) Lend the woman money
- c) Find another vehicle
- d) Phone the woman later

2. Vocabulary revision. Choose the best word to complete each of the following sentences:

1. After the last _____ of talks, they agreed to two of our requirements.

roundabout

circle

round

2. The most successful negotiators are the ones who are _____.

mostly prepared

most prepared

a lot of preparation

3. Negotiating frequently involves compromise. Too much _____, however, can be a bad thing.

fluctuation

flexing

flexibility

4. There is still a _____ of issues that we have to resolve.

digit

number

figure

5. I told him I'd get _____ with an answer the following day.

out

across

back

6. We hope to _____ an agreement by Friday.

come

restore

reach

7. Could you please confirm that _____?

by writing

writtingly

in writing

8. That is not something I'm _____ to negotiate.

willing

wanting

desiring

9. They agreed to these points, but _____ we had to give up some of our demands.

in a return

in return

to turn around

10. Both sides are hoping for a successful _____. (= result)

outcome

outburst

change

Vocabulary 2. Choose the word from the box that fits each sentence best.

| | | |
|---------------------|-------------------|-----------------|
| come up with | proposal | reject |
| give up | reconsider | specific |

- 1) Would you be willing to _____ the price if we placed a bigger order?
- 2) Although we appreciate your efforts, we have to _____ your offer.
- 3) Generally speaking, your idea sounds quite attractive, but you'll have to be a little more _____ if you want me to decide on this today.
- 4) In their _____ they suggested a 5% discount in exchange for signing a longer contract.
- 5) You can't always get what you want – most negotiators understand that very well and are ready to _____ some of their demands.
- 6) Unfortunately, we can't agree to such terms. You'll have to _____ a better offer if you want us to reach an agreement.

Grammar. Complete the dialogue with appropriate forms of the verbs in brackets:

We would like to /1/ _____ **(place)** an order for 2300 of your devices. Are the prices from your last week's quotation still valid?

The prices /2/ _____ **(not to change)**. However, you can /3/ _____ **(to receive)** a discount if you /4/ _____ **(to decide)** to reconsider the number of items.

Could you be more specific on the issue of discounts?

Well, basically I would like to suggest /5/ _____ **(to order)** at least 3300 items in exchange for a 10% discount.

I'm afraid that's not a realistic option. We /6/ _____ /currently/ _____ **(to go through)** a difficult period and we /7/ _____ **(not to know)** if we /8/ _____ **(to be able)** to sell so many items. /9/ _____ you

_____ **willing (to be)** to offer a 5% discount if we /10/_____ **(to place)** an order for 2500 devices?

How about 2%? I can't really go much further as you /11/_____ **/never/** _____ **(to cooperate)** with us before.

Sounds reasonable, but I hope we can expect a bigger percentage next time.

Loyalty always /12/_____ **(to pay off)**, so I'm sure we'll be able to work out a deal that is beneficial to both of us.

2. Negotiating Tips



<https://www.youtube.com/watch?v=t5fu81b4Dwk>

What are the top three tips for negotiators according to the video?

1. _____
2. _____
3. _____

Do you agree that these pieces of advice are particularly useful? Can you suggest any other helpful strategies?



Your teacher will give you a numbered paragraph from an article about negotiating with advertisers. Read it and try to explain it to the other group members in your own words.

3. The Most Effective Form of Advertising



<https://www.youtube.com/watch?v=ttdbg-EAfmC>

Listen and complete the empty spaces in the text.

Of course advertising comes in many forms including print, broadcast, outdoor, digital and mobile. Each year experts predict which form of advertising will be the most important for business owners. Before reading any of these publications we encourage you to look specifically at your business and how you /1/_____ your customers or clients. Each /2/_____ is different. The uniqueness of your /2/_____ will determine which form of advertising will be most effective for you.

There is no doubt there is an online digital marketing and advertising /3/_____. The UNC School of Journalism now has several required courses focused solely on digital marketing. Many business owners are told they need to consider investing in /4/_____, Facebook advertising or /5/_____.

While there are over 3 billion Internet users business owners must understand how those individuals are using the Internet. Are shoppers going to Facebook to look for the best deals or are they using Google search? Are /6/_____ owners using LinkedIn or Twitter? Are doctors and hospitals utilizing WebMD or message boards to find the latest innovations in medicine? These are questions that must be asked before /7/_____ if online marketing is the most effective form of marketing for your business.

Some of the same people that are on the digital advertising bandwagon have jumped off the print and broadcast advertising boat. This is not to say you should too. Once again, you must understand where your /8/_____ consumes /9/_____. If you are a trucking company that is looking for owner/operators it makes sense that you would advertise on sports/talk radio. If you are a music distributor you would not want to miss out on an audience of millions listening to the radio in their cars every single day.

The same is true with print advertising. In many towns throughout the United States the /10/_____ is still the way in which people get their news. With print advertising dropping in price over the last decade now is as good of a time as any to take out an ad in a newspaper in which you know your audience consumes the content.



4. HumanAdSpace

<http://www.breakingnewsenglish.com/0501/11.advertiseOnMyFace.html>

Read the article and decide if the statements below are true or false.

"Prime Ad Space, Advertise on my face". This is the web banner of a 20-year-old American man selling advertising space on his forehead to pay his college bills. Andrew Fisher of Omaha, Nebraska, has started a company called www.HumanAdSpace.com in the hope that human advertising will be the next big thing. Companies have been invited to advertise their company logo or website domain on his forehead in the form of a temporary tattoo for 30 days. He is set to make a fortune from this revolutionary idea. At the time of writing the highest bid is \$21,150. All bids end on January 13th –at 9.45PM American Pacific Standard Time. On his website he posts, "This auction has just been covered by all four of the major news networks where I live (ABC, CBS, FOX, NBC), and I have just been interviewed by BBC." He says, "Take advantage of this radical advertising campaign and become a part of history." Such is the media interest, the winning ad is likely to be seen around the world for the next month as TV companies and documentary crews gauge the level of interest in the human ad. Your forehead next?

- 1) Coca Cola wants people to walk around with their logo on their faces.
- 2) A 20-year-old American man is selling advertising space on his forehead to pay his college bills.
- 3) The man has started a company called ForeheadSpace.com.
- 4) He will wear a small TV screen on his forehead with a commercial running non stop.
- 5) A company logo or website domain will be on his forehead in the form of a temporary tattoo for 30 days.
- 6) He has been interviewed by ABC, BBC, CBS, FOX and NBC.
- 7) This ad will become part of advertising history.
- 8) TV companies and documentary crews are likely to follow Mr. Fisher for one month.

Discuss the following questions with your group:

1. What do you think of Mr Fisher's idea?
2. How much would you sell your forehead space for?
3. What would you never advertise on your forehead?
4. Would you shave all your hair off to make the ad bigger/more visible?

5. Would you advertise on any other parts of your body?
6. Have you ever auctioned anything / bought something from an auction?
7. Have you ever had to negotiate with a buyer?
8. Have you ever had to negotiate with the seller?
9. Have you ever had to negotiate the scope of your duties?



5. How to Negotiate Online Ad Buys

<http://blog.sumall.com/journal/negotiate-online-ad-buys.html>

By Kristi Hines

There is one key to negotiating the best rates for online display advertising, and that is knowledge. Knowing what you want, where you can get it, and how much everyone is charging will **ensure** that you get the best rates possible on the best sites possible.

In this post, we're going to look at how you can get the knowledge you need to negotiate the best online ad prices possible.

Research the Competition

Your first goal is **to figure out** where your competitors are buying their ads. Chances are, if they have been using display advertising for a long time, they know which sites will deliver results, and which ones won't.

Moat is a great (and free) tool to use for this. You can search for a company name and see their **latest** display ads and where they were published.

Not only will you see where their ads are published, but you will get some great inspiration for the type of design you should use for your banner ad.

You can also use premium tools like SEMrush to find additional information about your competitor's display advertising strategy. /.../

Research the Publishers and Options

Now, it's time to research potential publishers. This is the part where you can start learning about the rates you can expect to pay for advertising. If your competitor ad research didn't help you find publishers, or you want to advertise **elsewhere**, then one great place to start (beyond the Google AdWords Display Network) is BuySellAds. BuySellAds allows you to /browse/ publishers that offer advertising.

Each publisher listing will include costs for a specific ad /.../along with traffic and audience statistics.

/.../

Another way to find publishers where you can place advertisements is to do a search on Google for the following.

“advertise with us” keyword phrase

Replace keyword phrase with **industry** specific keywords, and you will start to find publisher's advertising options.

As you scan through your options, make sure to bookmark the ones you like the most. Also, start **a spreadsheet** with domains, rates, social audience, and traffic statistics when provided.

As you are doing your research, note that display banners are not the only advertising options that publishers have to offer. While some only offer display banner inventory, others might offer email blasts, social media updates, sponsored posts, sponsored reviews, and other options. While you research publishers, look at whether some of these options are included as a part of a package or as individual selections.

Reading comprehension. Are the following statements true or false?

1. You don't have to know where your competitors are buying their ads.
2. Moat allows you to see how much you will have to pay for online advertising.
3. Moat and SEMrush are free tools.
4. BuySellAds allows you to find a publisher that can meet your needs.
5. Google is an unreliable tool when it comes to finding the right publisher.

Vocabulary. Match the numbered expressions with their definitions and use them in the sentences below. Change the form if it is necessary.

1. **to ensure**

2. **to figure out**

3. **latest**

4. **elsewhere**

5. **to replace**

6. **industry**

7. **a spreadsheet**

- a) *a chart produced on a computer that shows numbers in a way that makes them easy to compare*
- b) *in or to another place or other places*
- c) *to take the place of something that was there before*
- d) *most recent, or newest*
- e) *a trade, or service and the people who work in it*
- f) *to learn, to find out*
- g) *to make certain that something happens or is done*

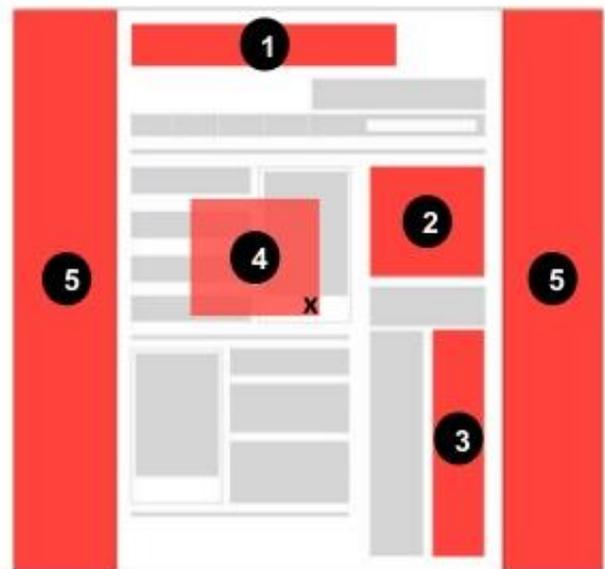
1. The management tried to _____ that all their objectives are met by selecting experienced and competent people to conduct the negotiations with publishers.
2. According to the _____ report by SuperData Research, the mobile gaming market has a dramatic lead over all the other gaming sectors.
3. This brand is distributed exclusively by our company, which means that's you can't buy their products _____. At least not officially.
4. With a huge number of people shopping the web, the e-commerce _____ has experienced dynamic growth.
5. A _____ can be useful for organizing your monthly expenses and creating budgets. _____s help you feel organized and present things in a clean and organized way.
6. After doing the initial market research companies must _____ how to reach customers in the market.
7. Thanks to efficient negotiations the controversial fragment of the contract was _____ by conditions that everyone could accept.

6. Advertising a special offer.

Your company is organizing a special event – during the next weekend all products will be sold at a significant discount. You want to advertise the special offer by means of a popular website. Below you can find the website's standard offer for advertisers:

Display Advert Formats

- 1 Leaderboard:** 728(w) x 90(h) Pixels
Top of page, 1st to be seen, replaces banners
€15 CPM
- 2 MPU:** 300(w) x 250(h) Pixels
Beside headlines, Ideal for Video
€17.50 CPM
- 3 Skyscraper:** 160(w) x 600(h) Pixels
Right hand side of main body of story text
€12.50 CPM
- 4 Overlay:** Max 90,000 Pixels
Can be any shape, sits on top of editorial.
Shown for max 15 secs & must have x button. Served once /user/day
€37.50 CPM
- 5 Wallpaper:** 485(w) x 950(h) Pixels (x2)
Anchored so always in view. Very high impact ideal for short bursts/events
€50.00 CPM



CPM = Charge for 1,000 views of advert

ROLE PLAY:

Group A: You can spend about 70EUR on advertising the event but you must choose at least three of elements, preferably including wallpaper. Try to negotiate a package that would suit your needs.

Group B: You represent the website. You want to reach a deal with the company but you can offer only small discounts (no more than 3-5%). Work with your partners and try to negotiate a deal that would suit both sides. Perhaps you can suggest using a set of elements that is slightly different that you partners' original plans.

Check the expressions on the next page for some useful expressions.

| | |
|---|--|
| <p><u>Proposing</u></p> <p>Our basic position is ...</p> <p>We propose / suggest ...</p> <p>Would it be possible ...</p> <p>How do you feel about ...</p> <p>Do you think you could consider ...</p> <p><u>Responding to suggestions</u></p> <p>As far as your proposal is concerned, we think that...</p> <p>May we offer an alternative? We propose that...</p> <p>We'd like to make an alternative proposal. We propose that ...</p> <p>From where we stand, a better solution might be ...</p> <p>Considering that I would like to suggest...</p> <p><u>Giving a hint</u></p> <p>Our main concern is ...</p> <p>I am willing to accept ... if ...</p> <p>It would be an alternative to ...</p> <p>We can trade this against ...</p> <p>There a few things we can compromise ...</p> <p><u>Clarifying</u></p> <p>If I understood you correctly ...</p> <p>What exactly do you mean by ... ?</p> <p>I'm not sure I fully understand your point.</p> <p>Could you clarify one point for me?</p> <p>Could you be more specific?</p> | <p><u>Compromising</u></p> <p>How flexible can you be on that?</p> <p>In return for this, would you be willing to...?</p> <p>May we offer an alternative?</p> <p>We are ready to accept your offer; however, there would be one condition.</p> <p>We'd be prepared to However, there would be one condition.</p> <p><u>Refusing a proposal</u></p> <p>I am afraid we couldn't agree to that.</p> <p>I'm sorry, we can't accept that.</p> <p>I'm afraid your offer doesn't go far enough.</p> <p>No, that's out of question.</p> <p>That would be very difficult for us because ...</p> <p>.</p> <p>That's not really a viable option for us.</p> <p>That's totally unacceptable.</p> <p>Unfortunately, we must decline your offer.</p> <p><u>Accepting a proposal</u></p> <p>We are happy to accept this agreement.</p> <p>I believe we have an agreement.</p> <p>We are happy to accept this agreement.</p> <p>I'm all in favor of that.</p> <p>I think we have a deal.</p> <p>I am willing to work with that.</p> <p>That sounds reasonable.</p> |
|---|--|