

Stage 4 Bargain	If we make a large first order, will you give us a discount? If you agree to this, we are ready to sign an agreement. If you can't agree to this, we'll have to withdraw our offer. This is a deal-breaker for us. I'm not happy with that. I need to rethink.
Stage 5 Agree	I'm happy with that. I'm comfortable with that. I can live with that. Let's agree on that. I think we can proceed along these lines.

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Test yourself. Cover the sentences above and complete these sentences.

- 1 This is a for us. If you can't agree, the deal is off.
- 2 It's not exactly what I want but I can with that.
- 3 How much will you give us on the price if we make a large first order?
- 4 If we rebranded as our own product, would that be ?
- 5 I'm happy to put in a order and then make a larger order if it is successful.
- 6 On the one hand, you want a large order. On the hand, you want to charge a high price. You can't have both.
- 7 I'm happy to lower the price if you put in a order for 10,000 units.
- 8 The issue in our market is quality. Quality is worth a higher price.

3

Think about a negotiation you had or are going to have with a supplier of services or products to your company or customer. Make notes about what you might say at each stage of the negotiation.

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Now record what you want to say at each stage. Ask a partner or colleague to listen to and comment on it.

Stage 1 Prepare

Outline your general position.

Stage 2 Explore

Find out about your partner's position.

Stage 3 Propose

Make initial proposals.

Stage 4 Bargain

Focus on the details of the proposal.

Stage 5 Agree

Agree terms.