

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.

2 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.

4 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.