

Answers

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to get down to business	to emphasize	a win-win situation
keep in mind	to make a concession	
out of the question	I'm afraid that	to turn down
to finalize	to draw up	to reciprocate
	to be willing	favourable

1. To remember something, especially something that will be important in the future:

keep in mind

*"We need to **keep in mind** that we are looking for a solution that is favourable for both of us."*

2. Keen or prepared to do something: **to be willing**

*"Would you **be willing** to increase your offer to \$10 000?"*

*"We would be **willing** to offer you our premium service for \$25 000."*

3. To give special importance or value to something, especially in speaking or writing: **to emphasize**

*"I would like to **emphasize** our significant experience in this field.*

Something which we believe will be really beneficial to you."

*"We need to **emphasize** our strengths in the negotiation."*

4. A phrase often used to express regret that you are going to say something that someone doesn't want to hear: **I'm afraid that**

*"**I'm afraid that** the price is far too high for us. Would you consider going a little lower?"*

*"**I'm afraid that** your application has not been accepted."*

5. A situation which benefits both parties: **a win-win situation**

*"Hopefully, we can achieve a **win-win situation**."*

6. Completely impractical and impossible to happen: **out of the question**

*"I'm afraid any lower than \$5000 is completely **out of the question**."*

*"Do you think that staff bonuses are **out of the question** this year?"*

7. To prepare and write a document: **to draw up**

*"We would like to accept your offer. We will go away and **draw up** a contract."*

*"I have **drawn up** a detailed strategy for our advertising campaign."*

8. To agree to let someone have something in a negotiation or argument: **to make a concession**

*"We would be ready to **make a concession** on providing extra services if you were willing to increase your offer by 5%."*

9. To start doing what needs to be done, or to start discussing what needs to be discussed: **to get down to business**

*"Ok, as we are all here, let's **get down to business**."*

10. To respond to a gesture (often a kind gesture) by making a gesture of your own: **to reciprocate**

*"If you agreed to provide us with a more detailed project timeline, we could **reciprocate** by offering you a more flexible deadline."*

*"We are aware that you would like us to increase the size of our orders. If we increased our order quantity to 500 units per month, would you be willing to **reciprocate** by offering us a 10% discount?"*

11. To the advantage of someone or something: **favourable**

*"We believe that this is a **favourable** offer for you."*

*"Hopefully, we can reach a **favourable** outcome for both sides."*

12. To complete the final parts of something: **to finalize**

*"How about we meet next week in order to **finalize** the deal."*

*"We have **finalize** plans for the construction."*

B) Key Words in a New Context

Achieving a Win-Win Situation

Do you consider yourself to be a good negotiator? Believe it or not, we find ourselves in negotiating situations every day, whether it is discussing who is going to go to the supermarket that day to buy groceries, or when the plumber is going to come to fix the problem in your bathroom. Whether you're discussing a business deal, resolving a conflict or dividing up household chores, it's essential to achieve a **win-win situation** where both parties can benefit. So what are some ways in which we can achieve this?

Firstly, if you want a mutually respectful negotiation, don't **get down to business** without first engaging in some small-talk or light-hearted conversation. If you jump straight into

stating exactly what you want, then it will set the wrong tone for the negotiation, putting your counterpart on the defensive from the beginning. After some light-hearted small-talk, it is then important to **emphasize** the fact that both parties are there to work together to come to a mutually beneficial solution.

Keep in mind that a negotiation is not a competition but a collaborative effort to find a **favourable** outcome for everyone involved. In other words, you are both technically on the same 'team'.

Many negotiators are reluctant to **make concessions**, because they think that this will make them appear weak in a negotiation. However, this could be seen as a positive in that it demonstrates flexibility and a commitment to achieving a positive outcome for both parties. Very often, the other party will **reciprocate** and bring you closer to a deal. It's important to understand that concessions don't necessarily mean sacrificing your goals or values. Furthermore, if you have already shown flexibility in a negotiation, it means that the other party will be less likely to **turn down** further proposals that you make in the negotiation.

However, some proposals may simply be **out of the question**. If their offer is not possible for you to accept, it's important to communicate this in a respectful way. Respond reasonably with a phrase such as: "I'm afraid the price you have offered is too high for us." Then, offer a productive counter-proposal in order to keep the negotiation going.

Once both parties have come to an agreement, it's important to **finalize** the terms. This is not always as simple as it may seem, and it can actually take a while to tie up all loose ends even after a written agreement has already been **drawn up**. It is essential to ensure that terms are clear and concise to avoid any confusion or misunderstandings in the future. If necessary, seek legal advice to ensure that the agreement is legally binding and favourable for both parties.

C) Comprehension Questions

1. According to the article, what is the main danger of starting a negotiation immediately?
It will set the wrong tone for the negotiation, and it will put your counterpart 'on the defensive'.

To 'put someone on the defensive' means to make someone act defensively because they feel threatened.

2. What are the key advantages outlined for making a concession in a negotiation?
It demonstrates flexibility and a commitment to achieving a favourable outcome for both parties. Your counterpart is also likely to reciprocate and then also more likely to accept offers that you make later in the negotiation.

3. What do you think that the phrase 'to tie up all the loose ends' means in the final paragraph?
To tie up loose ends means to complete the final parts of something which have not yet been completed. The article states that this can take a long time to achieve, hinting that there may be more small unsolved issues that first assumed.

4. What do you think 'legally binding' means in the final line of the article?
If an agreement is 'legally binding', it means that it must be obeyed legally. If the agreement is broken, then the other party can take you to court.