

# S1

## Business Skill



## 01. Telephone Skills

01. Telephone Skills  
02. Social Skills  
03. Business Travel

04. Meeting Skills  
05. Presentation Skills  
06. Negotiation Skills

## Contents

---

<b>Unit 1</b>	<b>Transferring a Call</b>	<b>2</b>
<b>Unit 2</b>	<b>Taking a Message</b>	<b>4</b>
<b>Unit 3</b>	<b>Leaving a Message</b>	<b>6</b>
<b>Unit 4</b>	<b>Telling Someone They Have the Wrong Number</b>	<b>8</b>
<b>Unit 5</b>	<b>Being Disconnected by Accident</b>	<b>10</b>
<b>Unit 6</b>	<b>Placing an Order</b>	<b>12</b>
<b>Unit 7</b>	<b>Confirming Information</b>	<b>14</b>
<b>Unit 8</b>	<b>Expressing Dissatisfaction</b>	<b>16</b>
<b>Unit 9</b>	<b>Apologizing</b>	<b>19</b>

UNIT

1

Phone Skills

## Transferring a Call

To transfer someone's call to another line



### Preview

Do you ever answer phones at work?

### Dialogue

Read the text aloud with your teacher.

A : QBS. This is David. **How can I help you?**

B : Hello. May I speak to Frank Wilson, please?

A : **May I ask who's calling?**

B : This is Ji Sung Park, calling from QBS Korea.

A : Okay, Mr. Park, **let me see if he's available. Do you mind if I place you on a brief hold?**

B : Sure, no problem.

[RECEPTIONIST PLACES CALL ON HOLD.]

A : Mr. Park?

B : Yes.

A : Okay, **hold on just a moment while I transfer you.**

### Application 1 Fill in the Blank

Complete the following expressions by picking the best word from the key.

moment talk help transfer mind available hold ask  
place fill

1. How can I \_\_\_\_\_ you?
2. May I \_\_\_\_\_ who's calling?
3. Let me see if he's \_\_\_\_\_.
4. Do you \_\_\_\_\_ if I \_\_\_\_\_ you on a brief \_\_\_\_\_?
5. Hold on just a \_\_\_\_\_ while I \_\_\_\_\_ you.

### Application 2 Synonym Match

Match the following expressions to a synonymous expression from the right.

- |  |   |
|--|---|
| 1. How can I help you?                         | a. Who is this?                             |
| 2. May I ask who's calling?                    | b. How may I help you?                      |
| 3. Let me check and see if he's available.     | c. Can I put you on hold for just a second? |
| 4. Do you mind if I place you on a brief hold? | d. Just a moment, please.                   |
| 5. Hold on just a moment while I transfer you. | e. Let me see if he's here.                 |

### Closing

Have you ever been on a long hold, and then hung up on?

### Tip Business Idiom

Hi, Frank. I didn't mean "to catch you off guard" by my call.

UNIT

2

Phone Skills

## Taking a Message

To take a message over the phone



### Preview

Have you ever lost a message you took for someone? What happened?

### Dialogue

Read the text aloud with your teacher.

A : Frank Wilson's office.

B : Yes, is Frank available?

A : **May I ask who's calling?**

B : Yes, this is Ji Sung Park, calling from QBS Korea.

A : I'm sorry, Mr. Park, but **Frank is in a meeting right now. Would you like me to take a message for you or transfer you to his voicemail?**

B : Would you please tell him that I called? He should be expecting my call.

A : Certainly. **Is there a number he can reach you at?**

B : Yes, he can call me at the office at 010-1234-4567.

A : Got it. **Is there anything else I can help you with?**

B : No, that's all. Thank you.

A : **My pleasure. Have a nice day.**

B : Thank you, bye bye.

## Application 1 Dialogue

Ask your teacher the following questions. Take a message, referencing the dialogue from this lesson as an example. Repeat, using different information each time.

1. May I ask who's calling?
2. Would you like me to take a message for you or transfer you to his voicemail?
3. Is there a number he can reach you at?
4. Is there anything else I can help you with?

## Closing

What's the last message you left for someone?

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### Tip Business Idiom

Man, we've been "playing phone tag" all day.

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# \$1

## Business Skill



## 02. Social Skills

01. Telephone Skills

02. Social Skills

03. Business Travel

04. Meeting Skills

05. Presentation Skills

06. Negotiation Skills

## Contents

---

**Unit 1 Greeting Visitors Warmly 2**

**Unit 2 Asking About Someone's Trip 4**

**Unit 3 Asking About Someone's Work Experience 6**

**Unit 4 Asking About Someone's Company 8**

**Unit 5 Striking Up a Conversation 10**

**Unit 6 Keeping a Conversation Flowing 12**

**Unit 7 Conversing Before a Meeting 14**

**Unit 8 Having Drinks After Work 16**

**Unit 9 Inviting Someone to One's Home 18**

**Unit 10 Welcoming a Guest Into One's Home 20**

UNIT

1

Social Skills

## Greeting Visitors Warmly

To welcome visitors to one's company



### Preview

Where was the last person you welcomed to Korea from? How was their visit?

### Dialogue

Read the text aloud with your teacher.

A. **Welcome! Come on in.**

B. Thank you. Uh, I'm Nick Johnson.

[THE TWO SHAKE HANDS.]

A. Oh, hi, Mr. Johnson. **It's so nice to meet you. I'm Ji Sung Park. Welcome to Samyung!**

B. Thank you. It's nice to meet you, too. And, please, call me Nick.

A. Oh, sure. **May I take your coat?**

B. Yes, thank you.

A. **Please have a seat. Would you like some coffee or tea?**

B. Actually, a glass of water would be great.

A. Certainly. **It'd be my pleasure.**

### Application 1 Fill in the Blank

Complete the following expressions by picking the best word from the key.

have pleasure on nice take meet may like

1. Come \_\_\_\_\_ in.
2. It's so \_\_\_\_\_ to \_\_\_\_\_ you.
3. \_\_\_\_\_ I take your coat?
4. Please \_\_\_\_\_ a seat.
5. Would you \_\_\_\_\_ some coffee or tea?
6. It'd be my\_\_\_\_\_.

### Application 2 Synonym Match

Match the following expressions to a synonymous expression from the right.

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| 1. Come on in.                        | a. I'd be glad to.                   |
| 2. May I take your coat?              | b. Make yourself comfortable.        |
| 3. Please have a seat.                | c. Welcome.                          |
| 4. Would you like some coffee or tea? | d. Can I get you something to drink? |
| 5. It'd be my pleasure.               | e. Let me take your jacket for you.  |

### Closing

Have you ever visited the United States? Did you feel welcome?

### Tip Cultural Insight

The United States no longer follows many formalities. For example, most places in the U.S. no longer use “Mr.,” “Mrs.,” “Ms.,” or “Miss” on a regular basis. If you call someone “Mr. Johnson,” for example, they will probably ask you to call them by their first name. The same can be said about “ma’am” and “sir.” One exception is in educational institutions. These titles also continue to be used in parts of the South.

UNIT

2

Social Skills

## Asking About Someone's Trip

To ask about someone's trip



### Preview

What country have you visited where people were most hospitable?

### Dialogue

Read the text aloud with your teacher.

A : **How was your flight?**

B : Oh, there was the usual delay in New York, so I ended up twenty minutes late, but not too bad.

A : Yes, it sounds like it could have been worse. **Where are you staying?**

B : The Sheradon, downtown.

A : **Is this your first time here?**

B : Yes, it is.

A : If you have time, **I could show you around** a little after our meeting.

B : Thank you so much for the offer! That would be great.

A : Oh, **my pleasure**. It's always easier to know someone when you're traveling to an unfamiliar place. There's so much to do and see, you know?

## Application 1 Definitions Match

Match the word with its definition from the right.

- |               |  |
|---------------|--|
| 1. Usual      | a. Bad to a high degree                                |
| 2. Delay      | b. Different or unknown                                |
| 3. To end up  | c. Common  |
| 4. Worse      | d. To reach a final condition                          |
| 5. Unfamiliar | e. The act of putting something off until a later time |

## Application 2 Dialogue

Ask your teacher the following questions. Respond with your own information, referencing the dialogue from this lesson as an example. If time allows, switch roles and repeat.

1. How was your flight?
2. Where are you staying?
3. Is this your first time here?

### Closing

What do you consider keys to great hospitality?

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### Tip Business Idiom

They made me “feel right at home.”

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# \$1

## Business Skill



## 03. Business Travel

01. Telephone Skills

02. Social Skills

03. Business Travel

04. Meeting Skills

05. Presentation Skills

06. Negotiation Skills

## Contents

---

**Unit 1 Arranging an Overseas Business Trip** 2

**Unit 2 Booking a Flight**

**Unit 3 Making Hotel Reservations**

**Unit 4 Checking In at the Airport**

**Unit 5 Departing the Airport**

**Unit 6 Going Through Customs and Immigration**

**Unit 7 Going Through Airport Security**

**Unit 8 Missing a Connecting Flight**

**Unit 9 Renting a Car**

**Unit 10 Checking Into a Hotel**

UNIT

1

Business Travel

## Arranging an Overseas Business Trip

To make travel arrangements by phone



### Preview

What are the last business travel arrangements you made?

### Dialogue

Read the text aloud with your teacher.

A : Hello, I'm just calling about the conference in New York.

**Do you have a second?**

B : Sure, go ahead.

A : Great. **We have already booked the flight.**

B : Okay, **when are you getting in?**

A : It looks like I'm arriving at 4:00 p.m. on Saturday, April 7.

The flight number is DA4532 from Seoul.

B : Hang on a second. Let me write this down. You said, "DA4532?"

A : Right.

B : Got it. **We will arrange for someone to pick you up.**

A : Great, thank you.

B : What about a hotel? **Can we help you book something?**

A : Thank you, but we have already reserved a room.

B : Just one last thing, we would like to take you out to dinner on Saturday.

A : That would be great. **I look forward to finally meeting you.**

B : We look forward to meeting you, too.

### Application 1 Finish the sentence matching

Complete the following expressions by picking the best option from the right.

- |                                |                            |
|--------------------------------|----------------------------|
| 1. Do you have                 | a. to pick you up.         |
| 2. When are you                | b. book something?         |
| 3. We will arrange for someone | c. a second?               |
| 4. Can we help you             | d. to finally meeting you. |
| 5. I look forward              | e. getting in?             |

### Application 2 Fill in the Blank

Complete the following expressions by picking the best word from the key.

second reserved calling arrange  
look forward booked dinner getting

1. Do you have a \_\_\_ ?
2. We have already \_\_\_ a flight.
3. When are you \_\_\_ in?
4. We will \_\_\_ for someone to pick you up.
5. I \_\_\_ to finally meeting you.

### Closing

When doing business with foreign visitors, how do Koreans typically entertain them?

### Tip Business Idiom

It looks like we are “on the same page.”

UNIT

2

Business Travel

## Booking a Flight

To book a flight by phone



### Preview

Where's the last place you booked a flight?

### Dialogue

Read the text aloud with your teacher.

A : World Travel, this is William.

B : Hello, **I need to book two round-trip flights** from Seoul to JFK in New York, leaving April 7 and returning April 13.

A : Okay, would you like to go first class, business, or economy?

B : Economy, please.

A : Let's see...there is a Liberty flight leaving Seoul at 6:30 p.m. on April 7, connecting at Atlanta and arriving at JFK at 5 p.m.

B : Actually, **I'd prefer a direct flight if possible.**

A : Okay, let me see...there is one, but the fare is almost double that of the connecting flight. Do you still want to go direct?

B : Um, let's go with the first option. **Where did you say the layover is? And how much will it cost?**

A : The layover is in Atlanta. It's \$1600 per person, including tax.

B : All right, that sounds good. **How long can you hold it for me?**

A : You will need to make payment within 24 hours to guarantee this fare.

B : **Okay, let me think about it,** and I'll call you back later to pay.

A : No problem. If you have any questions, please call me anytime.

B : Thanks for your help, William.

## Application 1 Word Scramble

Unscramble the words to make a sentence.

1. TICKETS NEED TWO I BOOK TO ROUND-TRIP
2. POSSIBLE PREFER WOULD I DIRECT IF A FLIGHT
3. MUCH COST HOW IT WILL
4. LONG HOW HOLD IT YOU FOR ME CAN
5. IT OKAY LET ABOUT THINK ME

## Application 2 Definitions Match

Complete the following expressions by picking the best option from the right.

- |                      |   |
|----------------------|---|
| 1. Economy class     | a. To reserve or make a reservation   |
| 2. Business class    | b. A time of rest before going to the next point in a trip                                |
| 3. First class       | c. The money a passenger pays to use public transportation                                |
| 4. Direct flight     | d. Synonymous with first class air travel   |
| 5. Connecting flight | e. A flight that requires passengers to change planes                                     |
| 6. Fare              | f. Synonymous with business class air travel  |
| 7. Layover           | g. A flight between two points where no change is made                                    |
| 8. To book           | h. The cheapest class of air travel   |
| 9. To hold           | i. To reserve something for someone until they pay or a certain amount of time has passed |

### Closing

Do you prefer direct flights or layovers?

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### Tip Further Discussion

Tell me about a time you had a problem with a flight you booked.

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# \$1

## Business Skill



## 04. Meeting Skills

01. Telephone Skills

02. Social Skills

03. Business Travel

04. Meeting Skills

05. Presentation Skills

06. Negotiation Skills



UNIT

1

Meeting Skill

## Beginning a Business Meeting

To begin a business meeting promptly



### Preview

How often do you lead meetings at work?

### Dialogue

Read the text aloud with your teacher.

**A : All right. Is everybody here? Great. Let's get started. Good morning, everyone.**

**I know you all are busy, so thank you for being here. As most of you know, my name is Steve Mitchell, and I will be the chair for today's meeting. David Crowther will be taking the minutes. Does anybody have any questions before we get started?**

**B : Yes, about how long will this meeting last?**

**A : No longer than two hours. Any more questions? Okay, great.**

**First, let's go over the minutes from our previous meeting. David, over to you.**

**C : Thank you, Steve. Let me just summarize the points of our last meeting...**

(DAVID READS LAST WEEK'S MINUTES)

**A : Thank you, David. Did everyone receive a copy of today's agenda? Perfect.**

**We have a lot to cover today, so let me begin. We are here today to discuss ways to improve sales and marketing in rural areas.**

## Application 1 Gap Fill

Fill in the blank spaces of the monologue by picking the best word from the key.

morning name perfect today ways here chair minutes previous over  
agenda cover discuss questions started

1. All right. Is everybody \_\_\_\_\_? Great. Let's get started. Good morning, everyone. I know you all are busy, so thank you for being here. As most of you know, my name is [insert name here], and I will be the \_\_\_\_\_ for today's meeting. [Insert another name here] will be taking the \_\_\_\_\_. Does anybody have any \_\_\_\_\_ before we get \_\_\_\_\_?
2. First, let's go over the minutes from our \_\_\_\_\_ meeting. David, \_\_\_\_\_ to you.
3. Did everyone receive a copy of today's \_\_\_\_\_? Perfect. We have a lot to \_\_\_\_\_ today, so let me begin. We are here today to \_\_\_\_\_ ways to improve sales and marketing in rural areas.

## Application 2 Word Scramble

Unscramble the words to make a sentence.

1. KNOW I ALL HERE FOR THANK SO BUSY YOU ARE YOU BEING
2. CHAIR BE I FOR WILL TODAY'S THE MEETING
3. ANY ANYBODY HAVE BEFORE GET WE STARTED DOES QUESTIONS
4. PREVIOUS LET'S MEETING GO MINUTES OVER OUR THE FROM
5. TODAY'S EVERYONE COPY AGENDA DID RECEIVE A OF
6. WE COVER A LOT HAVE TO TODAY

Closing

When doing business with foreign visitors, how do Koreans typically entertain them?

Tip **Cultural Insight**

Cultures view “time” in very different ways. Americans have a saying that “time is money,” so many believe it should not be wasted. In that case, starting meetings promptly is important in the United States and many other countries, such as Germany and Switzerland. On the other hand, some cultures view time more loosely. Many Latin American cultures, for example, might say the meeting is at 9:00 but won’t start until 9:30 or even later.



*Time  
is  
money*

UNIT

2

Meeting Skill

## Calling In Late

To express that one is running late



### Preview

Have you ever been late for a meeting? What happened?

### Dialogue

Read the text aloud with your teacher.

A : Hello. Barry Smith speaking.

B : Hi, Barry. It's Barbara Snyder. **I'm afraid I'm going to be late for our 7 o'clock meeting.**

A : No problem, Barbara.

B : Yeah, **I'm stuck in traffic** on I-75. I've been sitting here for twenty minutes. I'm not sure if there's been an accident or if there is road construction up ahead.

A : Do you know when you will arrive?

B : Honestly, **it's hard to say. Traffic is barely crawling.** Maybe ten minutes late?

A : Okay, well, if you're going to be any later than that, just let me know.

B : **Will do, Barry. See you soon.**

## Application 1 Synonym Match

Match the following expressions to a synonymous expression from the right

- |                                |                              |
|--------------------------------|------------------------------|
| 1. I'm afraid...               | a. There is a traffic jam.   |
| 2. I'm stuck in traffic.       | b. Okay.                     |
| 3. It's hard to say.           | c. I regret to inform you... |
| 4. Traffic is barely crawling. | d. I don't know.             |
| 5. Will do.                    | e. Traffic isn't moving.     |

## Application 2 Dialogue

Your teacher will prompt you with the following. Answer the prompts with your own information, referencing the dialogue from this lesson as an example. Repeat, using different information each time.

1. Hello. [insert name here] speaking.
2. No problem, [insert student's name here].
3. Do you know when you will arrive?
4. Okay, well, if you're going to be any later than that, just let me know.

### Closing

How serious of an offence is it when you arrive late for a business meeting? What about a personal meeting?

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### Tip Business Idiom

Everyone, Barbara is running a few minutes late today.

We'll just "shoot the breeze" until she arrives.

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# S1

## Business Skill



## 05. Presentation Skills

01. Telephone Skills

02. Social Skills

03. Business Travel

04. Meeting Skills

05. Presentation Skills

06. Negotiation Skills

## Contents

---

<b>Unit 1</b>	<b>Giving an Introduction to One's Presentation</b>	<b>2</b>
<b>Unit 2</b>	<b>Keeping an Audience on Track</b>	<b>4</b>
<b>Unit 3</b>	<b>Pointing Out Something Obvious</b>	<b>7</b>
<b>Unit 4</b>	<b>Drawing Attention to Visuals</b>	<b>9</b>
<b>Unit 5</b>	<b>Pointing Out Something Less Obvious</b>	<b>11</b>
<b>Unit 6</b>	<b>Presenting Company Growth</b>	<b>13</b>
<b>Unit 7</b>	<b>Convincing an Audience</b>	<b>15</b>
<b>Unit 8</b>	<b>Presenting the Concluding Points</b>	<b>17</b>
<b>Unit 9</b>	<b>Asking for Questions 1</b>	<b>19</b>
<b>Unit 10</b>	<b>Asking for Questions 2</b>	<b>21</b>

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## UNIT

## 1

## Presentation Skills

## Giving an Introduction to One's Presentation

To give an introduction to one's presentation



### Preview

When giving a presentation, how important is it to present the main points before beginning the presentation?

### Monologue

Listen and then read the text aloud with your teacher.

**A. Hello, everyone. Thank you for being here today. As most of you know, my name is Larry Page, and I am the president of product management here at QBS, Inc.**

I know all of you are busy making QBS great, so I appreciate you being here. **I would like to begin by introducing my main points. With your cooperation, this should be quick and straightforward.**

**I will begin with** a brief background on these new policies and why they are vital. **Second,** I will explain how we plan to implement them. **And finally,** we will glance at how these new policies will affect the performance of our system.

Again, I would like to keep this short, so **I will allow a half an hour for a Q & A session at the end. If you don't have any questions, you can leave at that time.**

As you know, we are beginning the implementation of several new security policies, which will take place over the next quarter...

## Application 1 Gap Fill

Fill in the blank spaces of the monologue. Repeat several times.

1. Hello, everyone. Thank you for \_\_ here today. As \_\_ of you know, my \_\_ is [insert name here], and I am the [insert position here] here at [insert company name here].
2. I would like to begin by \_\_ my \_\_ points. With your \_\_, this should be \_\_ and straightforward.
3. I will \_\_ a half an hour for a \_\_ at the end. If you don't have any \_\_, you can leave at that time.

## Application 2 Monologue

Using your own information and referencing the monologue from this lesson as an example, introduce yourself, your company, and at least three main points of a presentation. If time allows, repeat, using different information each time.

### Closing

What do you think of the above introduction? How easy was it to follow?

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### Tip Business Idiom

Boy, I hope he doesn't go on one of his "rabbit trails." I've got a lot of work to do today.

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UNIT  
2  
Presentation Skills

## Keeping an Audience on Track

To keep an audience on track during a presentation



### Preview

When giving a presentation, how important is it to present the main points before beginning the presentation?

### Dialogue

Read and consider the following parts of a presentation or speech with your teacher.

#### **Greeting**

- Hello, everyone. Thank you for being here today.
- Ladies and gentlemen, thank you for coming today.

#### **Introducing Oneself**

- As most of you know, my name is [insert name here], and I am the [insert position here] here at [insert company name here].

#### **Outlining**

- I will begin with...Second...And finally...
- First of all...then...and lastly...

#### **Concluding a Subject**

- That's all I have to say about that...

#### **Beginning a New Subject**

- Let's move on to...
- Next...
- Now, let's turn our attention to...

#### **Expanding on a Subject**

- I'd like to expand on...
- Let me elaborate further.

**Linking to a Previous Topic**

- As I said earlier...
- This ties in with...

**Referencing Data**

- According to...
- Based on our findings...

**Referencing Visuals**

- This chart shows a breakdown...
- As you can see here...

**Summarizing the Main Points**

- Allow me to go over the key points we covered today...
- Here's a quick recap of what we covered today...

**Dealing With Interruptions**

- Please allow me to answer questions during the Q & A at the end.
- Anyway...
- With your cooperation...

**Inviting Questions**

- Does anyone have any questions?
- I would be happy to answer any questions at this time.

**Concluding the Presentation - In conclusion...**

- Let me sum up my main points...

**Thanking One's Audience**

- Thank you for your time and attention.
- I appreciate you coming today.

**Application 1 Matching**

Match the presentation step with its proper category from the right.

- |  |                                |
|--|--------------------------------|
| 1. Does anyone have any questions?                   | a. Referencing data            |
| 2. This ties in with...                              | b. Referencing visuals         |
| 3. Thank you for your time and attention.            | c. Concluding a subject        |
| 4. Ladies and gentlemen, thank you for coming today. | d. Dealing with interruptions  |
| 5. According to...                                   | e. Linking to a previous topic |
| 6. Anyway...   | f. Outlining                   |
| 7. First of all...then...and lastly...               | g. Inviting questions          |
| 8. Now, let's turn our attention to...               | h. Beginning a new subject     |
| 9. That's all I have to say about that...            | i. Greeting                    |
| 10. As you can see here...                           | j. Thanking one's audience     |

## Application 2 Discussion Topic

Begin a discussion about the different parts of a presentation or speech. Ask your teacher any questions you might have.

### Closing

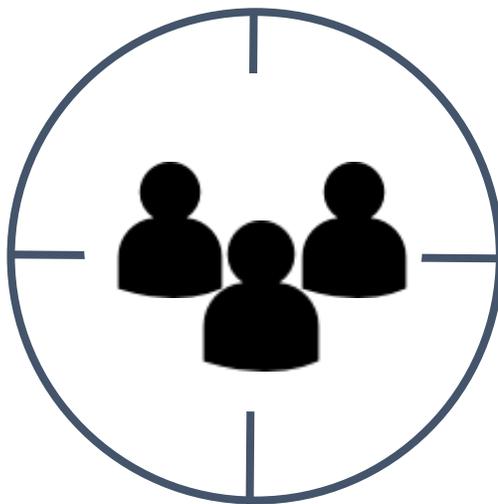
When preparing a presentation, what's the easiest part to prepare? And the most difficult?

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### Tip Cultural Insight

Q & A (abbreviated for questions and answers) is a time set aside, usually after a presentation or speech, where the speaker allows the audience a chance to ask him/her questions which s/he then answers.

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# S1

## Business Skill



## 06. Negotiation Skills

01. Telephone Skills

02. Social Skills

03. Business Travel

04. Meeting Skills

05. Presentation Skills

06. Negotiation Skills

## Contents

---

<b>Unit 1</b>	<b>Negotiating</b>	<b>2</b>
<b>Unit 2</b>	<b>Beginning a New Business Partnership</b>	<b>4</b>
<b>Unit 3</b>	<b>Clarifying and Evaluating a Deal</b>	<b>6</b>
<b>Unit 4</b>	<b>Declining an Offer</b>	<b>8</b>
<b>Unit 5</b>	<b>Bargaining</b>	<b>10</b>
<b>Unit 6</b>	<b>Giving a Persuasive Proposal</b>	<b>12</b>
<b>Unit 7</b>	<b>Making a One-Time Offer</b>	<b>14</b>
<b>Unit 8</b>	<b>Making Compromises</b>	<b>16</b>
<b>Unit 9</b>	<b>Dealing With Objections</b>	<b>18</b>
<b>Unit 10</b>	<b>Closing a Deal</b>	<b>20</b>

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UNIT <b>1</b> Negotiation Skill	<b>Negotiating</b> To learn the meaning of negotiating
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### Preview

Is negotiating a daily part of your job?

### Monologue

Listen and then read the text aloud with your teacher.

People often overemphasize cost in the beginning stages of **negotiation**, wondering, “Should I put the first number on the table or wait for them to make the first move?” “Should I tell them what we really need, or should I include some **bargaining chips** that we can give away later?” None of these questions, however, can be answered without developing a logical and consistent **strategy**. There are several factors to consider in building a strategy. The first thing to consider is how the deal is structured. Second, you may want to think about other potential buyers. Finally, there may be some **deal sweeteners** that might appeal to the potential buyer.

In most cases, negotiations are win-win agreements, therefore, it has become a bit of a cliché. But, one must consider that for all negotiations to be successful, they must be win-win. If you are buying and selling, the lowest price you’re willing to give must be under the highest price that you are willing to pay. This is called the **zone of possible agreement**. Any compromise in that zone is a win-win solution.

## Application 1 Definitions Match

Match the word with its definition from the right.

- |                               |  |
|-------------------------------|--|
| 1. To negotiate               | a. A plan of action to achieve an aim            |
| 2. Bargaining chips           | b. Synonymous with concession                    |
| 3. A strategy                 | c. Something used to make a deal more attractive |
| 4. Deal sweeteners            | d. A bargaining range                            |
| 5. Zone of possible agreement | e. To obtain something through a discussion      |

## Application 2 Comprehension Questions

Your teacher will ask you the following questions. Using full sentences, answer the following questions based on the above monologue.

1. What is often overemphasized in the negotiations process?
2. What three factors must one consider when building a negotiation strategy?
3. In order for a negotiation to be a win-win situation, what must happen?

### Closing

Have you ever used deal sweeteners in a negotiation?

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### Tip Business Idiom

That man is hard to negotiate with. He always “goes by the book.”

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UNIT  
2  
Negotiation Skill

## Beginning a New Business Partnership

To begin a new business partnership



### Preview

Do you work in sales?

### Dialogue

Read the text aloud with your teacher.

A : **I really appreciate you taking the time to meet with me today**, Gary.

B : No, not at all. We are really looking forward to working with you.

A : So, **I understand that you are interested in** buying some electronic components for TVs.

B : That's right. We are working on some HDTVs.

A : **I thought we could start by discussing your needs** in more detail, then move on to price.

B : Sounds good. I do have a meeting at 1:00, so I've got to make this short.

A : No problem, Gary. That should be plenty of time. So you were saying that you need...

B : That's right.

A : And **how many are you interested in purchasing?**

B : Well, do you offer discounted pricing for bulk orders?

A : That depends. **How many are we talking about?**

## Application 1 Word Scramble

Unscramble the words to make a sentence.

1. APPRECIATE TODAY I TAKING TO WITH TIME REALLY YOU THE MEET ME
2. [INSERT ITEMS HERE] UNDERSTAND IN YOU I THAT ARE INTERESTED
3. DISCUSSING I WE COULD NEEDS THOUGHT START BY YOUR
4. INTERESTED YOU PURCHASING ARE HOW MANY IN
5. TALKING ABOUT HOW ARE MANY WE

## Application 2 Fill in the Blank

Complete the following expressions by picking the best word from the key.

meet   discussing   talking   appreciate   needs   interested  
understand   purchasing

1. I really \_\_\_\_ you taking the time to \_\_\_\_ with me today.
2. I \_\_\_\_ that you're \_\_\_\_ in [insert items here].
3. I thought we could start by \_\_\_\_ your \_\_\_\_.
4. How many are you interested in \_\_\_\_?
5. How many are we \_\_\_\_ about?

## Closing

Tell me about a time you've had to negotiate a price with someone.

### Tip Business Idiom

Give them the price they asked for. I don't want to "miss this boat." We need this company's business.