



English for the Office

Week 11

Wie Sie auf Englisch professioneller verhandeln

HOW TO NEGOTIATE SUCCESSFULLY IN ENGLISH

Helpful hints:

THE STRUCTURE OF A NEGOTIATION

Die Struktur einer Verhandlung

In einer Verhandlung gibt es meistens 4 Schritte. Wenn Sie diese Schritte beachten, wird es einfacher sein, das Gespräch auf Englisch vorzubereiten und durchzuführen.

Schritt 1 Eine Geschäftsbeziehung aufbauen

- + We've been in the business for 10 years.
- + How big is your sales team?
- + Prices for raw material have increased enormously in Germany.

Schritt 2 Informationsaustausch

- + What are your distribution channels?
- + How do you intend to market the product?
- + What's your annual demand? (*Jahresbedarf*)

Schritt 3 Verhandeln von Preisen und Konditionen

- + If you give us a 5% discount we'll order 2000 pcs.
- + I'd like to make another proposal. (*Vorschlag*)
- + This depends on the quantity. (*hängt von der Menge ab*)

Schritt 4 Zusammenfassung des Verhandlungsergebnisses

- + I'll just summarize the main points. (*zusammenfassen*)
- + Payment is letter of credit and we're delivering ex works.

(*Akkreditiv*)

- + For 2000 units we'll grant you a discount of 2%.

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USEFUL EXPRESSIONS FOR NEGOTIATING

2. MAKING PROPOSALS

Vorschläge unterbreiten

- | | |
|-------------------------------------------------|--------------------------------------------|
| ▪ I recommend /suggest that | you supply 3 different designs. |
| ▪ My proposal is that | we deliver in 2 shipments. |
| ▪ I would like to put forward the idea that ... | we appoint an agent. (<i>engagieren</i>) |

3. MAKING COUNTER-PROPOSALS

Gegenvorschläge unterbreiten

- | | |
|--------------------------------|----------------------------------------|
| ▪ I see what you mean but..... | this would be too costly. |
| ▪ We would prefer to | have exclusive sales rights. |
| ▪ From our point of view | it would be better to use wholesalers. |
- (*Großhändler*)

4. GETTING A REACTION

Reaktionen erfragen

- Is that all right with you?
- How does that sound?
- Is that acceptable?
- Are you happy with that?

5. AGREEMENT

Zustimmung signalisieren

- I agree entirely.
- I totally agree with you.
- I'm of exactly the same opinion.
- I agree to a certain extent. (*gewissermaßen*)
- I agree on the whole but ... (*im Großen und Ganzen aber*)

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6. DISAGREEMENT

Ablehnung

- Unfortunately we cannot accept your proposal.
- I'm afraid I have to disagree.
- This puts me in a very difficult position.

7. COMPROMISING

Kompromisse schliessen

- If you accept our price proposal we'll give you better payment terms.
- If we make a concession on price will you increase the quantity? (*Zugeständnis*)
- Are you prepared to pay 30% pre-payment?

8. ACCEPTING AN OFFER

Ein Angebot annehmen

- That seems like a reasonable offer.
- I think that would be acceptable.
- We can go with that.

9. REJECTING AN OFFER

Ein Angebot ablehnen

- I'm afraid we can't go with that.
- This gives us no room to manoeuvre. (*kein Spielraum*)
- That will be very difficult.