



**I think we have a deal!**

## **Teaching Effective Negotiation Skills for Business English**

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In our presentation we will show you how to teach effective negotiation skills for Business English. We will highlight the pedagogical principles and components of our module for teaching negotiation.

### **Goals:**

- You will gain insight into how to teach negotiation in Business English and other contexts.
- You will gain practical tips for teaching simulations, communication strategies, lexical chunks, and intercultural competence.

### **What are we teaching?**

- **Business English (BE):** BE is centered on learners' specific work-related performance objectives. While it shares with general English (GE) many tasks, most BE tends to be much more client-centered, with curricula based strictly on needs analyses.
- **Negotiation:** "Negotiation is a field of knowledge and endeavor that focuses on gaining the favor of people from whom we want things. It's as simple as that." – from *You Can Negotiate Anything*

### **Who are we teaching?**

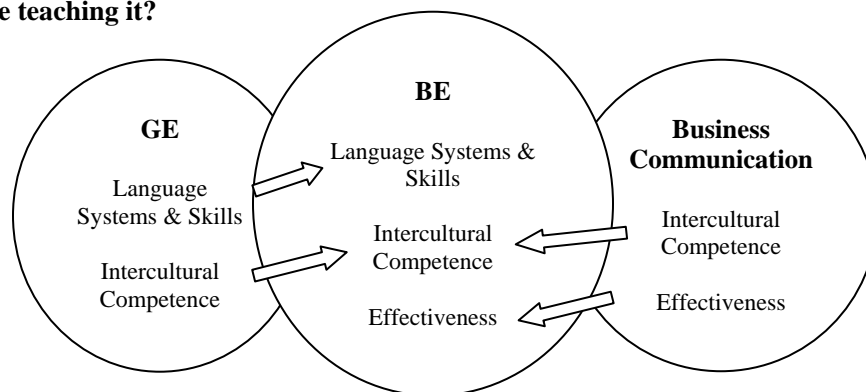
- **Job-Experienced Learners** – Executive students with work experience
- **Pre-Experienced Learners** – Students soon to embark on their careers
- **Everyone!** From employees to roommates, and teachers to students, negotiation is part of life!

### **Why are we teaching it?**

- In the global marketplace, language choices can make or break a business relationship.
- Negotiation is one of the most requested areas of Business English training.
- "Good communication creates good relationships, high morale, increase productivity and profit. Bad communication, on the other hand, can lead to inefficiency, waste, and loss of profit."- *Mead's Cross Cultural Management Communication*

### **How are we teaching it?**

#### **Principles**



**Pre-course:** Conduct needs analysis to find out where and with whom students will negotiate.

**A note about BE as a *lingua franca*:** Some students may negotiate with NES (Native English Speakers); some may negotiate mainly with NNES (Non-Native English Speakers). Task selection and feedback procedures may vary across these contexts. Highlight language transparency over correctness among NNES.

**Timetable fit:** A negotiations module works especially well after students have had training in business meeting procedures.

### Teaching Suggestions:

1. **Start with discussion:** Open the unit on negotiations by having students **discuss** what they know about negotiating. For prompts, check business books, BE textbooks and BE activity guides such as *Five-Minute Business English Activities*.
2. Provide a balanced diet of appropriate **readings and listenings** about negotiations. Try authentic business materials, or Internet-based material (See web site list below.).
3. **Grammar and Lexis:** Teach chunks such as *Would you be prepared to...?*  
**Example: A list of common chunks for negotiating (authentic language)**

<i>What sort of...? an idea of</i>	<i>be prepared to if...could</i>	<i>would be looking at if...were to</i>
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**A more traditional alternative:** Teach the first and second conditional in an inductive grammar presentation, making sure to touch upon semantics and business strategy.

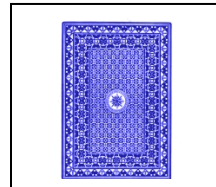
<p>If we buy 500 cases of the reserve, what discount can you offer us?</p> <p>If we bought 500 cases of the reserve, what discount could you offer us?</p>
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4. **Intercultural Competence training** is an essential component of effective BE teaching. Discussions, readings, listenings and games help build student's cultural awareness.  
**"The Intercultural Awareness Game"**

**A brief description:** "This game, based on the card game 'Trumps', is a fun way of looking at intercultural awareness ..." It is based upon research into "the way in which values in the workplace are influenced by cross cultural differences."

**Example:**

Chile  
 Power Distance 63  
 Individualism 23  
 Uncertainty avoidance 86  
 Masculinity 28



<http://www.kwintessential.co.uk/intercultural/play/game.php?action=play&card=79&attr=4>

5. **Communication Strategies:** Students need to know how to disagree, share opinions, be diplomatic, and clarify terms. Look in BE textbooks, activity guides, business communication books and GE conversation gambits books for tasks. (See Mark Powell's *Business Matters*.)

Example of a diplomacy training task: Match the response on the left with a more appropriate response on the right:

Your price is way too high!	I'm afraid we can't sign the contract now.
We won't sign the contract now.	That price seems a bit high.



## 6. Time to negotiate! Simulation Task.

**Time:** About 30 minutes to an hour for the actual simulation performance.

**Level:** Intermediate and up.

**Procedure:** Give students time to plan strategy and prepare. Put students into small groups (or in pairs). Each side negotiates terms for points. T monitors the proceedings and listens for the students' intention as well as their linguistic output. After the activity, feedback is given and discussed.

**Video:** This activity can be videotaped for teacher, peer, and self-reflexive feedback. In some larger university business programs in Europe, students perform simulations through video conferencing.

**Adaptation:** Simulations also work well with general English students and are great for more general scenarios such as negotiating household duties with roommates.

**Rationale:** Simulations motivate students by helping them to achieve communicative and realistic goals, especially important to BE students.

### CUSTOMER-SUPPLIER NEGOTIATION

A micro processor manufacturer is negotiating a sale with a computer manufacturer. Various issues will be negotiated. You will earn points depending on the outcome. Remember, think of your priorities. You have done very well if you get 13 points.

You play the role of the COMPUTER MANUFACTURER

ITEMS TO NEGOTIATE		POINTS
PRICE	\$90	3
	\$100	2
	\$110	1
DISCOUNT	10% for >1000	4
	10% for >2000	2
	10% for >5000	1
DELIVERY	3 DAYS	5
	1 WEEK	3
	2 WEEKS	2
PAYMENT	30 DAYS	1
	60 DAYS	2
	90 DAYS	3
WARRANTY	6 MONTHS	1
	12 MONTHS	2
	18 MONTHS	3

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A micro processor manufacturer is negotiating a sale with a computer manufacturer. Various issues will be negotiated. You will earn points depending on the outcome. Remember, think of your priorities. You have done very well if you get 13 points.

You play the role of the MICRO PROCESSOR MANUFACTURER

ITEMS TO NEGOTIATE		POINTS
PRICE	\$90	2
	\$100	3
	\$110	5
DISCOUNT	10% for >1000	1
	10% for >2000	2
	10% for >5000	3
DELIVERY	3 DAYS	1
	1 WEEK	2
	2 WEEKS	3
PAYMENT	30 DAYS	4
	60 DAYS	2
	90 DAYS	1
WARRANTY	6 MONTHS	3
	12 MONTHS	2
	18 MONTHS	1

<http://perso.orange.fr/tefl.teacher/negotiate.pdf>

**Task—Teach—Task Option:** You can also try a negotiations simulation *first* in the module: Ss perform and T monitors, taking into account what students already know, and noting lexis and strategies to develop for the next performance. The second simulation may occur after language focus activities, cultural training, and communication strategies training, all designed to improve performance of the next simulation. The second time learners do the task, they are given ample preparation and rehearsal time, so they will be better able to deploy new lexis and strategies necessary for their communicative objectives.

Note: You can also find a great negotiations simulation in Sylvie Donna's *Teach Business English*.

## Ten Great Business English Web Sites

BBC Learning English: Business English	<a href="http://www.bbc.co.uk/worldservice/learningenglish/business/">http://www.bbc.co.uk/worldservice/learningenglish/business/</a>
Business and ESP at Macmillan's One Stop English	<a href="http://www.onestopenglish.com">http://www.onestopenglish.com</a> (Click on Business and ESP link.)
BESIG: IATEFL	<a href="http://www.besig.org/">http://www.besig.org/</a>
Biz/Ed	<a href="http://www.bized.ac.uk">http://www.bized.ac.uk</a>
The Economist	<a href="http://www.economist.com">http://www.economist.com</a>
Business English Podcasts	<a href="http://www.businessenglishpod.com/">http://www.businessenglishpod.com/</a>
TESL: Business English Internet TESL Journal	<a href="http://iteslj.org/links/TESL/Business_English/">http://iteslj.org/links/TESL/Business_English/</a>
E.L. Easton Business English Online	<a href="http://eleaston.com/biz/home.html">http://eleaston.com/biz/home.html</a>
English Club: ESL Learning Centre	<a href="http://www.englishclub.com/business-english/index.htm">http://www.englishclub.com/business-english/index.htm</a>
Business Week Online	<a href="http://www.businessweek.com">http://www.businessweek.com</a>

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