**BE46: Selling: Language Review & Skills - Negotiating**

* We use ‘**should’** or ‘**shouldn't’** to give advice or make suggestions.
	+ *You should follow up on all your leads.*
	+ *You shouldn't talk about yourself.*
* We use ‘**have to’** or ‘**need to’** to say that something is necessary or very important.
	+ *I think you have to pay a sales tax.*
	+ *I need to sell my car quickly.*
* We use ‘**don't have to’** or ‘**don't need to’** if something is not necessary.
	+ You don't have to make a sale the first time you speak to a contact.
	+ *If you buy now, you don't need to pay anything until next year.*
* **‘Must’** is very similar to have to.
	+ *You must sound and appear confident.*

But **mustn't** is not the same as **don't have to**. We use mustn't to say that somebody is not allowed to do something.

* + *You mustn't sell cigarettes to anyone underage.* (= *Don't sell cigarettes to anyone underage*.)

A: Read these rules of a timeshare vacation club. Then answer the questions below.

1 Can you be a member if you earn $50,000? No

2 Is it necessary to sit through a timeshare sales presentation?

3 Is it necessary to stay for at least seven nights?

4 Can you play loud music after 10 p.m.?

5 Can you book 90 days in advance?

6 Is it necessary to go to members' welcome nights?

7 Can you be a timeshare member if you are 21?

Timeshare members must have an income of $60,000 +

You don't have to go to a timeshare sales presentation.

You have to stay for a minimum of seven nights.

You shouldn't play loud music after 10 p.m.

You need to make your reservation 180 days in advance.

You don't have to attend members' welcome nights.

Timeshare members must be 25 or over.

B: Match each of these sentences (1-6) to a suitable ending (a-f).

1 I can pay for the house now, a) so we don't need to work over the weekend.

2 We've reached our sales targets, b) so we must not offer any further discounts.

3 Our profit margin is low, c) so you must be confident.

4 My business is quite small, d) so you'll have to buy it on disk.

5 It isn't available as a download, e) so I have to be very careful with cashflow.

**Negotiating Tips**

• Be friendly.

• Pay attention to the other side's body language.

• Have clear aims.

• Don't change your plan during the meeting.

• Tell the other side what you want.

• Listen carefully.

• Never be the first to make an offer.

• Be strong and try to win.

• Prepare carefully before you negotiate.

• Ask a lot of questions.

• Have a lot of options.

• Summarize often the points you agree on.

• Change your strategy during the negotiation if

necessary.

• Never show any emotion.

6 The job involves sales presentations, f) so I don't have to worry about a bank loan.

A: Skills: Which are the five most important negotiating tips on the list?

B: Listening: 1.32 You are going to hear a conversation between Martin, Sales Manager of Pulse,

an electric-car company, and Chen, an official from the Urban Transport Department of a city in

China. Listen and answer these questions.

1 Why does Chen want to buy electric cars for the Transport Department?

2 Which of these do they discuss?

• quantity • price • discounts • colors • delivery • warranty • models

3 What will they discuss after lunch?

C: Listening: 1.32 Listen to the negotiation again and complete these sentences.

1 Chen: Yes, pollution is a big problem here. We're trying all sorts of ideas to reduce it ...

I see from your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that a standard two-seater car will

cost about €12,000.

2 Martin: If you order 10 vehicles, you'll be paying us about €100,000 , minus the 2%

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ we offer a new customer.

3 Martin: We could possibly deliver by late August, all being well.

Chen: Mmm, that might be OK, if you can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by then.

4 Chen: Good, how about the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_? We'd like a long period.

5 Chen: What about payment? Do you offer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_terms?

Martin: I'm afraid not. It's company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for a new customer. We need

payment by bank transfer on receipt of the goods. Oh, and we ask for

a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of 20% of the value of the order.