

Course: Business English

Level 2

Day №20



Name of the company	Industry Type
Samsung Electronics	Semiconductors
Korea Electric Power	Utilities
<u>Hyundai Motor</u>	Consumer durables
Posco	Materials
Kookmin Bank	Banking
Woori Finance Holdings	Banking
SK Corp	Oil & gas operations
LG Electronics	Consumer durables
Shinhan Financial	Banking
KT	Telecommunications services
Hana Financial Group	Banking
Hynix Semiconductor	Semiconductors
<u>Korea Exchange Bank</u>	<u>Banking</u>

Brainstorming

- What products does your company sell? What services does your company provide? Make a list. Do you offer a discount?
- What does your company buy? Make a list. Do you get a discount?

Products / Services you offer

Discount given

Products / Services you buy

Discount received

Useful language

Polite request

We would like...

Polite refusal

We are sorry, but – (*give reason*)

Counter suggestion

How about...?

Agree

That's fine

OK, we can do that.

Agree but add a condition

That's fine ,but...

That's OK if...

Examples:

1. We would like deliver in three weeks.
2. We are sorry, but delivery in three weeks is very difficult for us
3. How about delivery every two weeks?
4. That's fine we can deliver in two weeks
5. Ok, we can do that for two months.
6. That's fine but you need to cover the delivery charges.
7. That's OK if you will give us the check in advance.

Language Focus

Change the prompts into polite requests and responses.

Example:

Finish the project next week

request: We'd like you to finish the project next week.

Not possible - need three weeks

response: We're sorry, but we need three weeks to finish.

1. Want 10% discount.

Ok, but must pay cash on delivery.

[Blank response box]

2. Want 20% discount.

Can't give discount.

[Blank response box]

3. Want one-year free service contract. Can give six months.

[Blank response box]

4. You pay 50% of shipping costs.

Ok, but no discount.

[Blank response box]

5. Want delivery next month.

No problem.

[Blank response box]

Invoice no. 13138693

Price	Discount	Net value
29.95	15.00	25.46
15.95	25.00	11.96
10.50	25.00	7.88

Writing activity

Read the email to Comlink Ltd. Write a reply negotiating with the customer.

To: custserve@comlink.com

Dear Sir or Madam

Thank you for your quotation for 50 x AX981 personal computers and 50 x 15" monitors.

Since this is a large order, we would like a 15% discount on the price you have quoted. In addition, we would like to have a free service contract for one year. If you agree to these terms, we would like to confirm the order and receive delivery next week.

Regards
An Li Chou



- ❖ Does your job require you to negotiate with clients?
- ❖ When was the last time you negotiated with a client?
- ❖ What's the outcome?
- ❖ Do you have good negotiation skills?

Reading activity

1

BUYER: OK. So, we agreed to place an order for 5000 pieces. However, we'd like a 10% discount.

SELLER: Fine. We'll give you an 10% discount on this order.

2

SELLER: We can supply your order, but, because you are a new customer, we would like you to pay on advance this time. When we built up a history, we can look at credit.

BUYER: I'm sorry, but we are not happy about paying in advance. We can offer to pay 50%.

3

BUYER: OK. We agreed to buy 50 sets from you, and we agree to the price. Can you deliver them by next month?

SELLER: We can deliver by next month, but we have to use air-freight. If you pay the extra shipping costs, we'll deliver.

4

BUYER: We'd like to order the number of items we have suggested, but we are concerned that we can't sell that many. If you allow us to return any units not sold within 12 months, we will agree.

SELLER: I'm sorry, we don't normally allow returns. However, I can allow you to return within six months for this order only.

Based on the four dialogues answer the following:

- 1. What are the requests?
- 2. Is there agreement or not?
- 3. If not, is there a counter suggestion or a condition?

Fill in the table.

	Request?	Agreement?	Counter Suggestion?	Condition?

Communication activity



Situation 1

Your company wants to order 50 new computers. Teacher is a sales representative from Comlink Ltd.

This is what you want:

- 50 PCs with monitors.
- Delivery next week.
- 15% discount.
- Free services contract for one year.

Situation 2

Your company wants to buy 10 vans. Teacher works for Delta Motors Ltd.

This is what you want:

- * The vans must be repainted in your company colors.
- * You want 15% discount.
- * You want delivery next month.

Enter into a negotiation. Make notes of your deal.



***Thank you for
today!***

***I'm looking forward to
seeing you again!***