



# English for the Office

## Week 11

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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. (*engagieren*)

#### 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.