K1130TK English Professional Communication tasks / **Janne Hakola**

**1. Course book p. 12 exercises 6 and 7**

**6.**

a) He *drives a hard bargain.* i) stuck in detail (c)

b) You need to *be on your guard.* ii) see what happens (f)

c) We’re getting *bogged down.* iii) is a tough negotiator (d)

d) They’ll try to *knock us down*. iv) a bargaining zone (e)

e) What’s *our* fall-back position? v) contingency plan (g)

f) Shall we *play it by ear?* vi) ready to defend your position (b)

g) We’ve got *room to manoeuvre.* vii) reduce our prices (a)

**7.**

A. It’s difficult to predict what’s going to happen. I think we should just *play it by ear*.

B. We’ve really got *bogged down* in detail and lost sight of our overall objectives.

C. We could end up losing money on the contract if we are not careful. The chief negotiator on the other team is very experienced and always *drives a hard bargain*.

D. Our margins are very tight. There’s very little *room to manoeuvre*.

E. I know they think we are charging too much, but if they try to *knock us down* on price, we’re going to have to insist on better payment terms.

F. They are very persuasive negotiators and will throw a lot of impressive-sounding figures at you, so you should *be on your guard*.

G. Ideally the new buildings will be nearer the airport, but if that proves too expensive, or there is nothing available, our *fall-back position* is to site the factory there.

**p. 21: 6, 7**

**6.**

a -> iv

b -> vii

c -> i

d -> ix

e -> vi

f -> ii

g -> viii

h -> v

i -> iii

**7.**

a) You’re on dangerous ground.

b) We need to find some common ground.

c) We’re covered a lot of ground.

d) You must keep both feet on the ground.

e) You’re on shaky ground there.

f) We’re just going over the same ground.

g) Their offer cut the ground from under us.

h) Don’t give in. Hold your ground.

i) We have lost ground to our competitors.

A) Our sales have gone down sharply this year, whilst our competitors have increased their market share. - i

B) You have had a day of wide-ranging discussion, and have talked through many of the issues on your agenda.- c

C) A rival company has made a competitive bid which makes your offer look really expensive. - g

D) You must stand firm. You cannot afford to make any more concessions. - h

E) You are looking for areas of agreement. - b

F) The negotiation has got stuck and is not moving forward. At the moment, all you are doing is repeating yourselves. - f

G) There is a risk that you could be seduced into making a silly offer. You must proceed very carefully. – a

H) You need to be very cautious in this particular area of the negotiation. - e

**p. 36: 8**

Rate = määrä, Fee = palkkio, Invoice = lasku, Ballpark figure = suuruusluokka, Discount = alennus

Charge = laskuttaa & Commission = tehtävä

a) The consultant’s *commissions* are astronomical!

b) Could you give me a *ballpark figure* for the conversion?

c) When will you be *invoice* us?

d) Your hourly *fee* seems to be above the industry average.

e) How much do you *charge* for per day?

f) If you book well in advance, you get a *discount*.

g) The problem is too many people are taking a *rate* the final price

**p. 28: 5, select one of the situations and write an introduction on the basis of the clues**

**c)**

I think we should start talking about my salary. My performance is good enough to get promotion.

**2. Being diplomatic**

When we have to express a negative idea in English, we often soften our language. We can make direct statements more indirect by using a negative form.

*That’s a poor offer. -> I’m afraid that’s not a very attractive offer.*

1 That’s a bad idea. -> I’m afraid that’s not so good idea

2 It’s stupid. -> I’m afraid that’s not very clever

3 You’re being unreasonable. -> I’m afraid you wouldn’t be reasonable

We also use would to make our ideas more hypothetical and so less direct.

*That’s impossible. -> I’m afraid that wouldn’t be possible.*

1 That’s impractical. -> I’m afraid that wouldn’t be practical

2 It’s illegal. -> I’m afraid that wouldn’t be legal

3 It’ll make things worse. -> I’m afraid it would make things better

How would you say these less directly?

1 You’ve made a mistake. -> I’m afraid you didn’t make it correct

2 It’s a useless idea. -> I’m afraid that wouldn’t be so good idea

3 It’s much too expensive! -> I’m afraid that is too expensive

**3. Course book, p. 43** rewrite the dialogue (5) so that it is less confrontational

A: I think your figures didn’t look so good last year

B: No I don’t think so

A: I’m afraid there’s no reason to do business on this basis

B: Couldn’t you explain why not?

A: Because I afraid your track record is not strong enough.

B:

A:

**4. Culture and tactics:** Select **four** out of the following negotiation cultures. Describe how the negotiators from those cultures would communicate and behave; how they would be as negotiating partners; what advantages and disadvantages are related to these tactics.

task-oriented – They talk only business and task oriented things, none of smalltalk. They go straight to business. With them you wouldn’t need to talk anything else but business. Negotiation goes fast but sensitive partners can feel dishonoured.

universalist

collectivist – More about group work, everyone do best to their team. It depends what they count as a team, is it only their team against other group of negotiators or are they part of the whole team. Everyone support each other, but team must be committed.

confrontational

high-context – People understand more what they say, but won’t talk about disadvantages. They prefer negotiation in real sticking points in private.

win-win – They try to find them some things that make them both satisfied. It requirements compromise from both.

**5.** **Formal or informal.** The following sentences are mixed formal and informal. Write F (formal) or I (informal) on the line and **give reasons** for what makes the style one or the other. Try to rewrite the informal sentences in a neutral business style.

a The project will be completed next year. -> F

* Its sounds formal and there is no speech language.

b I showed that his arguments did not hold water. -> I

* “did not hold water” is not formal style saying

c The bosses couldn’t make up their minds. -> I

* That is not full respectful sentence

d He’ll have to do another five tests before he can stop the experiment. -> F

* That sounds formal

e There are a number of reasons why the questionnaire should be revised. -> F

* You could assume, that there comes reasons afterwards.