

Negotiation 1



Mr. Chan: Good afternoon, Mr. Honda. So how was your first day of stay here in Hong Kong?

Mr. Honda: I had a great time, thanks. The place is so wonderful and the sights around the city are very fascinating.

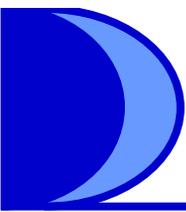
Mr. Chan: That's great. Good to hear that. By the way, how was the factory visit yesterday? Hope you had an instructive tour with Miss Ho.

Mr. Honda: Yes, thank you. In fact I was able to gather details well enough. So, Mr. Chan to start off with, as I mentioned in my email, Bell Trading plans to launch a new model of mobile phone this month. We are increasing our production and because of this we would like to order 500 stocks of advanced semiconductors from your company. We have a deadline to meet so, we need the products at the soonest possible time.

Mr. Chan: Well for that matter, we believe we can offer you a very good deal and come up with a win-win result.

Mr. Honda: What's your proposal Mr. Chan?

Mr. Chan: We're prepared to offer a very attractive price for a minimum sale, in exchange of one-year contract. Ms. Foo will clarify the terms.



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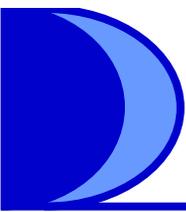
Ms. Foo: We are offering 20 – 30% discount for the 500 first half of purchased and other 50% of your purchase the following year with 1 year warranty. Payment for the order will be quarterly. The products can be delivered immediately a week after your order is confirmed. Our company is going to shoulder the delivery expense.

Mr. Honda: Yeah, I read about the terms and from our own point of view we find them hard to resist. But as of this moment we don't intend to reach any agreement yet. We would need to run it past our board first.

Mr. Chan: Of course, we understand you need time to consider any offer. My first priority is to keep the negotiations open. We will give you a copy of the detailed presentation of our proposal. This might come in handy for you to make a decision.

Mr. Honda: Thank you very much for your time.

Mr. Chan: It's our pleasure to do business with you, Mr. Honda.



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Useful Expressions:

1. **to start off with** – an opening statement to start discussing important matters
 - = Let me start off by saying ...
 - = I'd like to begin by saying...
 - = Let me kick things off by saying
2. **Well, for that matter,** – gives focus to a specific topic of the meeting's discussion
 - = Well, talking about that...
3. **we're prepared/ we are offering** – Miss Foo is using 'we' not 'I' or 'me' because she is representing the company.
4. **from our own point of view** – expressing one's idea about something
 - = from our own perspective
 - = our position is that
 - = as far as we are concerned



Key words:

1. **win-win result** – both parties will be benefited out of the outcome of the negotiation
2. **run it past our board** – get the boards approval or feedback about the proposal
3. **proposal** – formal offer or suggestion made by one business to another
4. **priority** – important goal
5. **keep the negotiation open** – in negotiating, there must be a concession if not, the negotiation would end as a failure
6. **come in handy** – can help