

1 Preparation

STARTER

Read the following quotes.

In business,
you don't get what you deserve,
you get what you negotiate.
(Chester L. Karass)

The fellow who says
he'll meet you halfway usually thinks
he's standing on the dividing line.
(Orlando A. Battista)

Let us never
negotiate out of fear.
But let us never fear to
negotiate.
(J.F. Kennedy)


To be successful, you
have to relate to people ...
(George Ross)

Failing to plan
is planning to fail.
(Anonymous)



- Do you agree with these quotes? Explain why. Give examples from your own experience.
- Which of the quotes best fits the unit title? Why?
- Why do we negotiate? Can you think of three reasons?

1 Read the internal email below.

To: Karin; Frank; Mirja  From: Tasha

Subject: Brainstorming before meeting with Jackson's

Dear all

As you are all aware, we have to schedule a meeting with Jackson's in order to negotiate a master agreement.

To make sure we are prepared properly, we should have a brainstorming session to discuss the details, set up an agenda, and find a date for the actual negotiations.

I propose we meet on 24 June, at 10.30 a.m. Please let me know if the date and time are OK.

Karin: Could you please do some calculations to enable us to set the price range within which we can negotiate? Additionally, we have to talk about acceptable delivery and payment terms. The quotation was OK, but the terms need to be discussed.

Frank: I require all the details of the quality report because we have to specify a standard level of quality in one of the contract clauses. The proposal from Jackson's shows a production time of ten working days plus transportation time. Please let me know the minimum delivery times to ensure continuous production.

Mirja: You researched Jackson's. Would you please join us and give us some more detailed information on the company?

I will chair the meeting, but I need someone to take the minutes. Can you check your availability and let me know when we meet on the 24th?

If you have any questions, please contact me.

Regards,

Tasha

Now answer the following questions.

- 1 When does Tasha want to meet her team?
- 2 Who should be at the brainstorming meeting?
- 3 Why are they meeting with Jackson's?
- 4 What should Frank bring to the meeting?
- 5 How long does it take to make the product?