

# TEACHING THE LANGUAGE OF NEGOTIATIONS – CHALLENGES AND COMPROMISES

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# Outline



<https://pixabay.com/en/auto-mercedes-mercedes-benz-vehicle-1291491/>

Training  
context

Needs  
analysis

Course  
content



## Suppliers to the new Skoda Superb

CABLE BUNDLING & FIXING ELEMENTS (LIGHTING)

**HELLERMANNTYTON**

INSTRUMENT PANEL

**METHODE ELECTRONICS**

SIDE DOOR LOCKING SYSTEMS

**KIEKERT**

MANUAL SIDE WINDOW BLIND

**BOS AUTOMOTIVE**

SEAT MECHANISMS

**JOHNSON CONTROLS**

BATTERY COVER

**CARCOUSTICS**

FLUID TUBING

**DELFINEN**

BRAKE PADS

**ITT**

SYNCHRONIZER

**OERLIKON**

DCT FILTER

**IBS FILTRAN**

OIL MIST SEPARATOR

**HENGST**

VALVE SEATS AND GUIDES

**FEDERAL MOGUL**

LOCKSETS

**HUF HÜLSBECK & FÜRST**

STEERING COLUMN LEVER DAMPER

**CULTRARO**

CLUTCH HYDRAULIC ACTUATION SYSTEM

**FTE AUTOMOTIVE**

HALDEX GEN-V ALL-WHEEL-DRIVE COUPLING

**BORGWARNER**

Images: Skoda

**Suppliers wanted!** If you are a supplier and have questions or want your information considered for our cutaway features, contact James Clark at [automotivenews@supplierbusiness.com](mailto:automotivenews@supplierbusiness.com) or visit [www.supplierbusiness.com](http://www.supplierbusiness.com)

## Automotive News Europe

WINDOW REGULATOR MOTORS

**BROSE**

LARGE OPENING SUNROOF

**INTEVA PRODUCTS**

FRONT & REAR B-PILLARS

**SRG GLOBAL**

2 X GAS SPRING TAILGATE

**STABILUS**

REAR DOME LAMP

**GRUPO ANTOLIN**

PLASTIC FUEL TANK

**KAUTEX**

PANORAMA ROOF

**WEBASTO**

LIFTGATE HINGE

**EDSCHA**

REAR WINDOW

**DURA**

IMMOBILISER

**DELPHI**

TUNNEL INSULATORS

**AUTONEUM**

TRANSMISSION SHAFTS

**HIRSCHVOGEL**

CRANKSHAFT BEARINGS

**KSPG AUTOMOTIVE**

CARBON FILTER ASSEMBLY

**PASS GMBH**

EXHAUST GAS RECIRCULATION SYSTEM

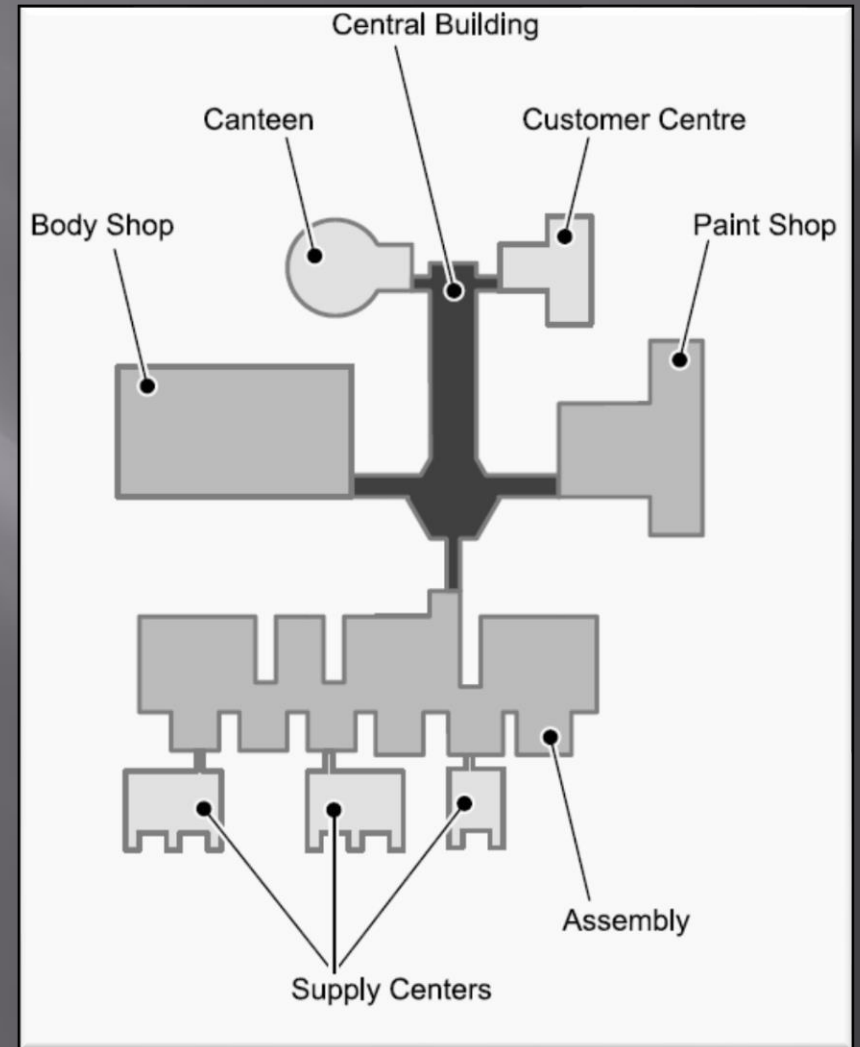
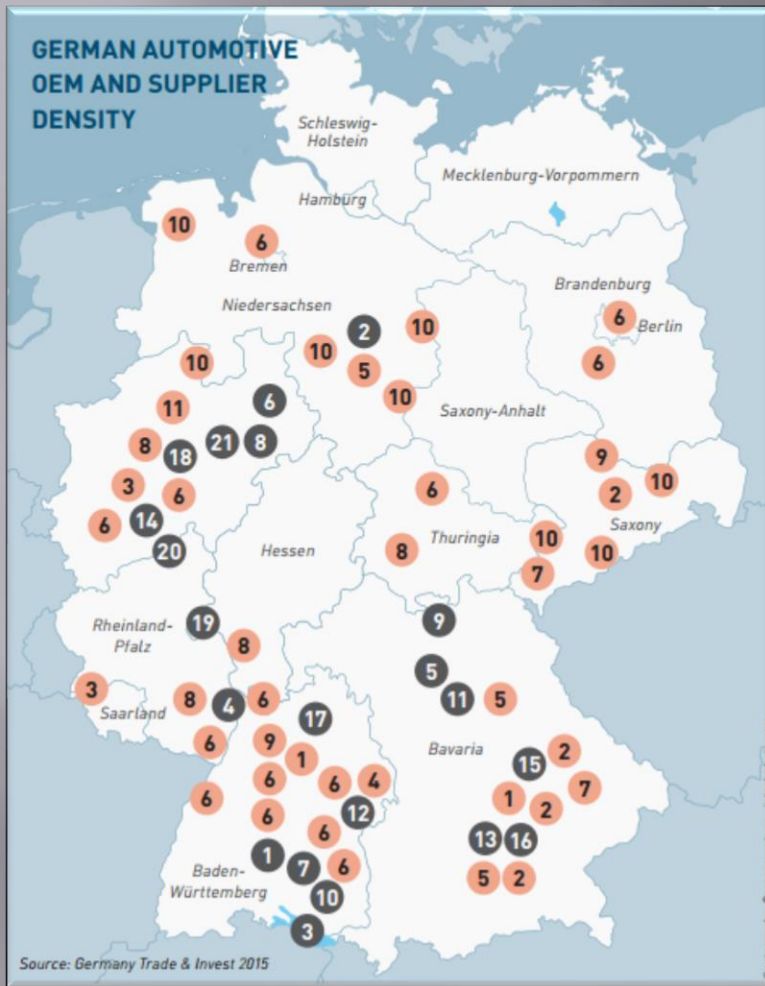
**MAHLE**

SYNCHRONIZER RINGS (MANUAL TRANSMISSION)

**DIEHL**



**SUPPLIERBUSINESS**





# A typical purchasing team



Purchasers



Engineers



Strategic  
suppliers



Project managers

# Typical contract

recalls

confidentiality

social  
responsibility

insurance

delivery terms

pricing

deadlines

packaging

tools, dies, patterns

liability

shipping

specifications

defects

intellectual property

compliance

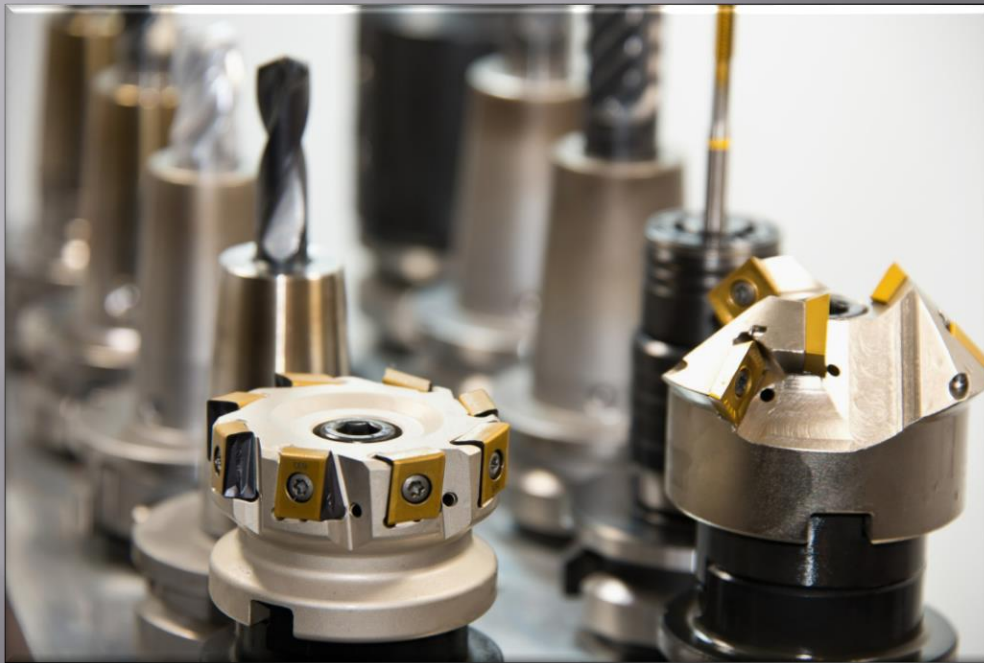
force majeure

quantities

arbitration

warranty

# An example negotiation – innovation



<https://pixabay.com/en/drill-milling-milling-machine-444493/>

- ❑ Supplier finds that he can manufacture a part at 5% less weight. (= saving for customer)
- ❑ Tooling will have to be redesigned (= cost).
- ❑ Who will cover the initial cost of this innovation?

# An example negotiation – non-compliance



<https://pixabay.com/en/industry-craft-workers-glass-blower-385489/>

- ❑ Purchaser finds that supplier is not in compliance with previously agreed standards regarding management of workforce (working hours, paid overtime etc).
- ❑ Supplier claims that there is no other way to meet the requirements.
- ❑ Purchaser has no time to find a new supplier.

# An example negotiation - mistake



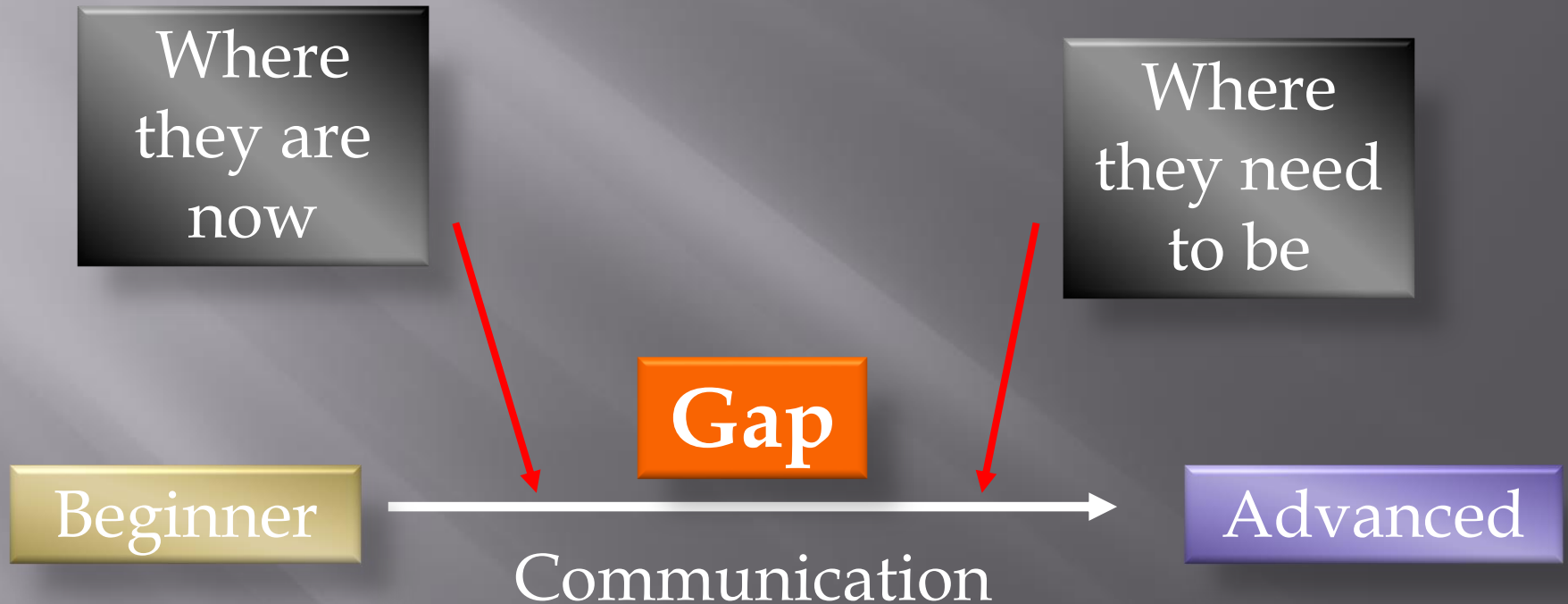
<https://pixabay.com/en/car-keys-auto-key-start-vehicle-1234786/>

- ❑ Supplier signs a contract to deliver parts by a certain deadline.
- ❑ Supplier then finds that a mistake was made in the planning and that meeting this deadline will not be possible.

# Challenges

- ▣ Access to the target discourse community
- ▣ Understanding professional practice
- ▣ Separating the language content from the subject knowledge. (each negotiator is a specialist in one area)
- ▣ Mixed ability
- ▣ English as a lingua franca
- ▣ Trainer is not the expert

# Finding the gap



# Course design

Recipe book  
approach

Needs  
analysis

Design  
course

Write  
materials

Devise  
rough plan

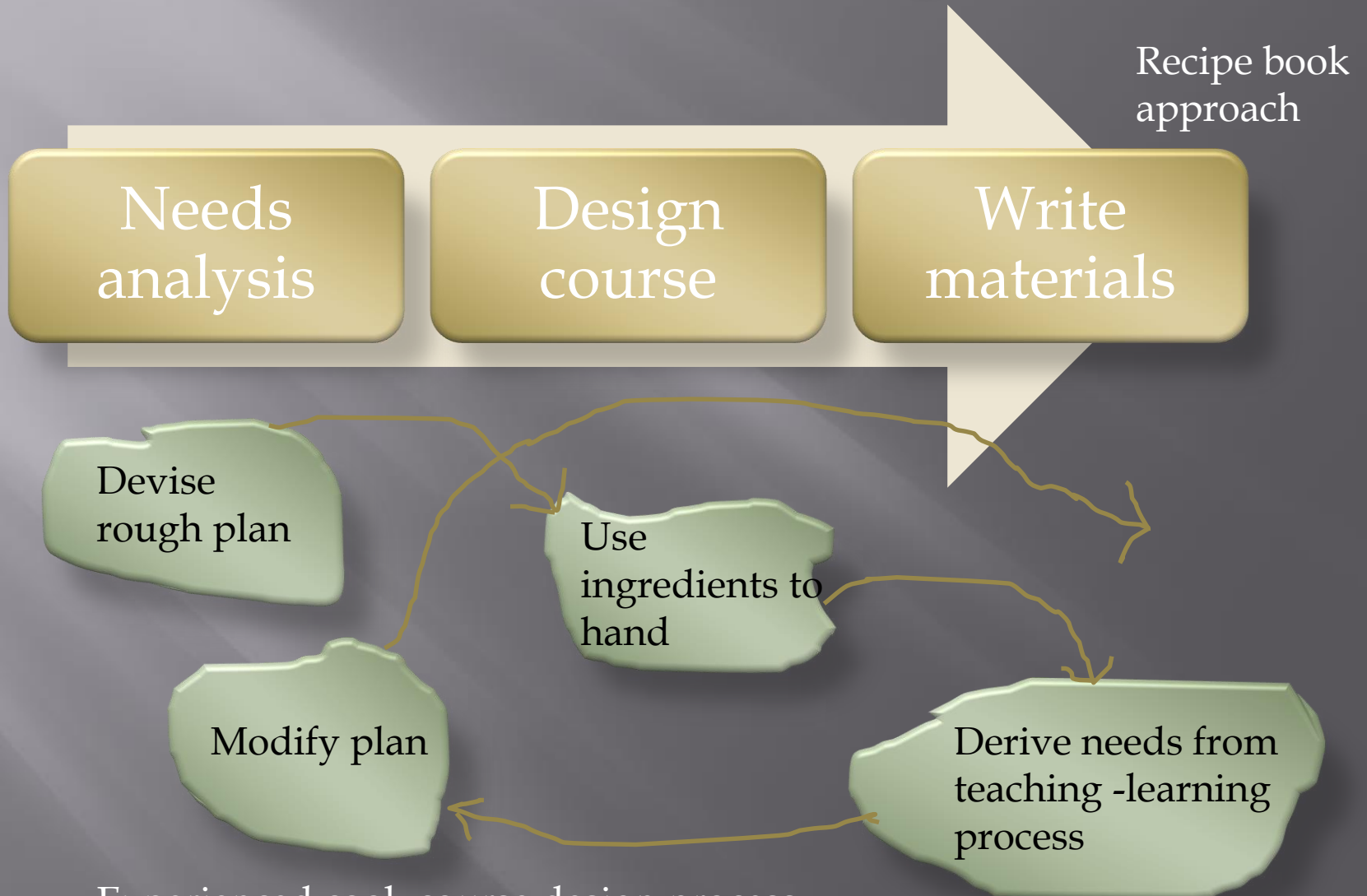
Use  
ingredients to  
hand

Modify plan

Derive needs from  
teaching -learning  
process

Experienced cook course design process

Waters 1997: 85-86



# Needs Analysis – multi-source



Improvement,  
helps, tips

# Expectations

Refresher training

How to bargain and  
persuade

Review specific grammar  
and vocabulary for  
negotiations

Different cultural influences  
and behaviours in  
negotiations

How to deal with problems  
when the negotiation gets  
stuck

Review the grammar /  
vocabulary in negotiations  
/ phases of negotiations

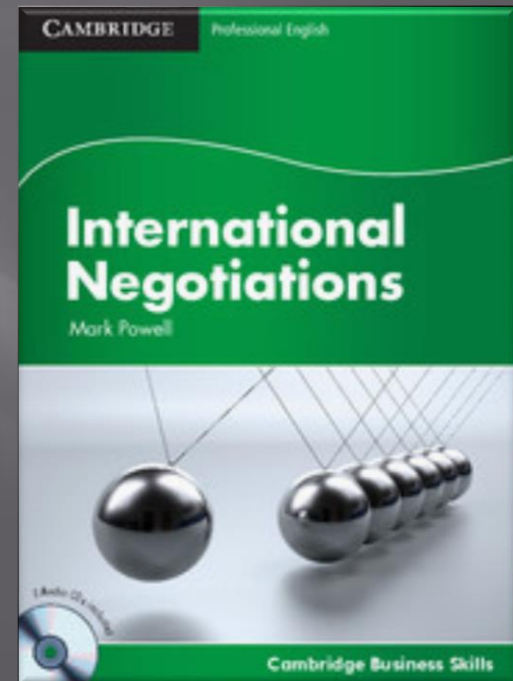
Business vocabulary and  
typical expressions and  
phrases

Exchange ideas  
and experience  
with other  
participants in  
similar role

How to explore  
interests

# Language content

1. Preparing to negotiate
2. Relationship-building
3. Establishing a procedure
4. The proposal stage
5. Questioning techniques
6. Exploring interests
7. The bargaining zone
8. Powers of persuasion
9. Handling breakdowns
10. Closing the deal



# Agreed priorities

- ▣ Language of negotiation (not talking about negotiation)
- ▣ ELF / BELF communication
  - Intercultural
  - Strategies
- ▣ Task-based learning
  - Role-plays
  - Language feedback & discussion
- ▣ Learn from other participants in group

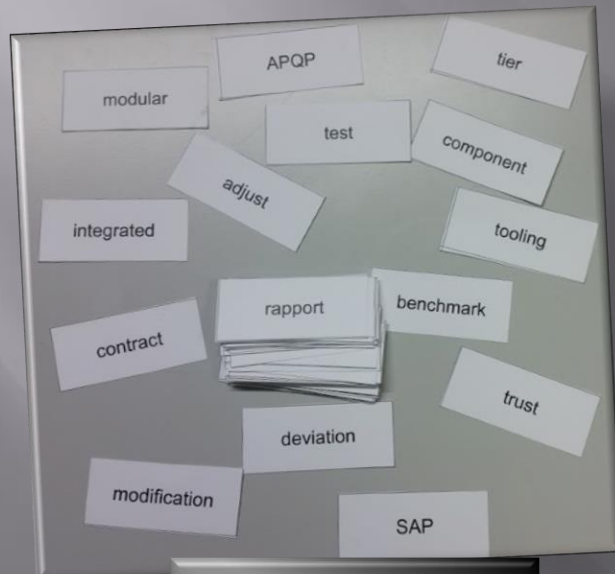
# Course content - flexible

## Speed Dating Activity

You have five minutes to:

- introduce yourself and your company
- talk about the type of negotiations you do
- talk about a recent or current negotiation

Warm-up

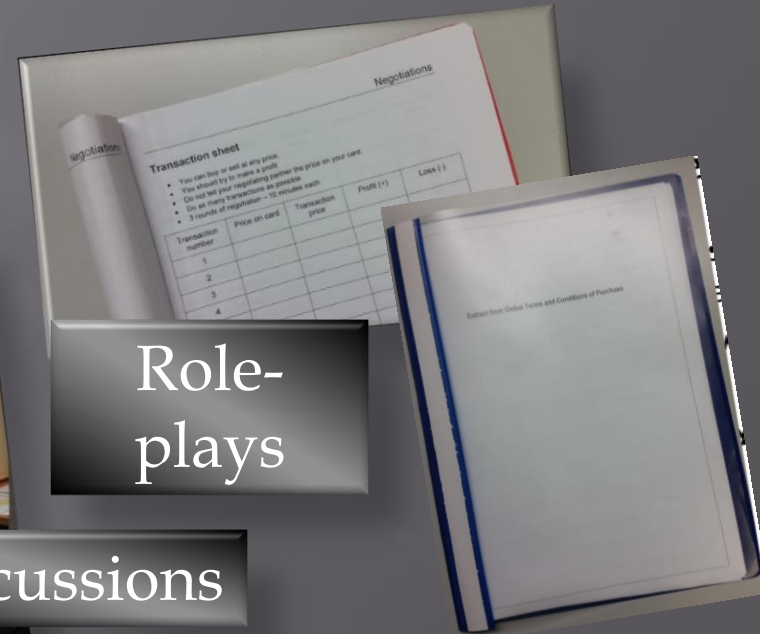


Language  
work



Role-  
plays

Discussions



## Feedback and reflection

- In groups, summarise the day's activities on one sheet of flip chart paper.
- Discuss what you found most / least useful and why
- Present your findings to the class

Feedback

# A recent negotiation (warm up)

I was negotiating on behalf of ...

I was negotiating against ...

My aim was ...

Their aim was ...

The negotiation went well/badly because ...

At the end of the negotiation, ...

Afterwards, ...

I learned that ...

# Anecdote circles

Sharing stories and experiences



# Anecdote circles

Choose a theme (eg a recent meeting with a sub-supplier)

Ask open question using emotion words (eg Can you give us examples of feeling really happy or really disappointed in this meeting?)

Keep a low profile and don't interrupt or pass comments. You are facilitating, not teaching.

# Role-play - topics for discussion

- ❑ To: Supplier
- ❑ From: XYZ
  
- ❑ Proposed topics for discussion at our meeting:
  - ❑ 1 Discussion around increasing business challenges
  - ❑ 2 Review of quality issues over recent months
  - ❑ 3 Agreed reduced pricing for next year
  - ❑ 4 Future opportunities and potential for higher volumes

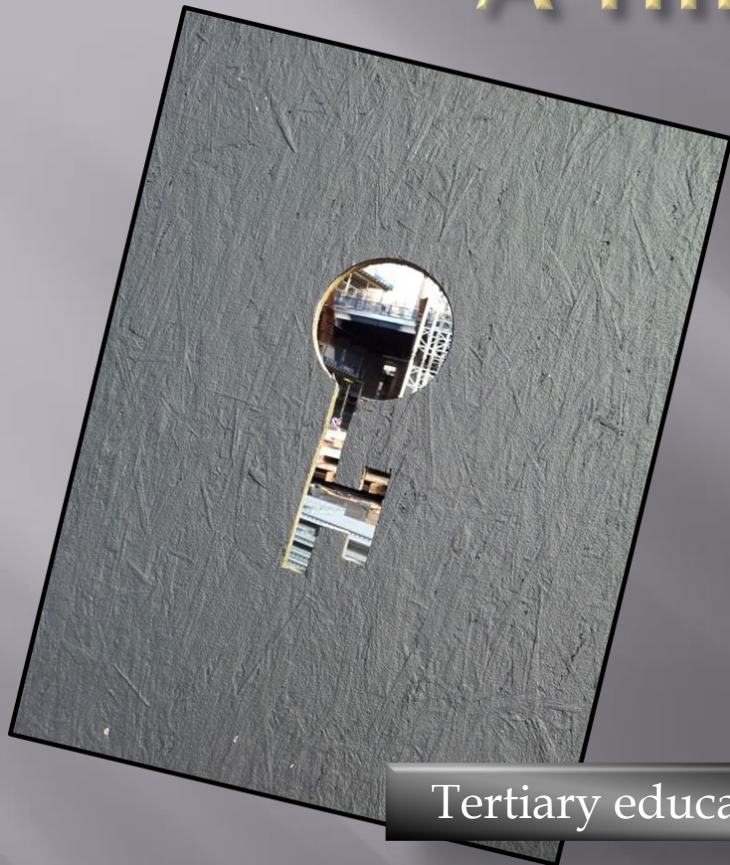
# DAY TWO

- 1 With your group use the flip chart to summarise yesterday's training content.
- 2 Discuss and agree on the most useful activity.
- 3 Discuss and agree on the least useful activity.
- 4 What would you change, if anything?

# Compromises

- ▣ No focus on specific individual needs (eg specialist lexis)
- ▣ No guarantee that roles during role-plays would be similar to real life role
- ▣ Not all expectations can be met

# A final thought



Tertiary education

- Teacher provides a „window“ on the business world
- ESP often seen as the language of a profession (eg engineering)



Corporate training

<https://pixabay.com/en/autos-technology-vw-214033/>

- Learners are a key source of input
- ESP is about understanding and working with the learners' specific contexts

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