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# Beginner lessons for Negotiation

Master the Basics of Negotiation in Business English

## DEFINITION

Negotiation is the process of discussing terms to reach an agreement. In business, it involves communication skills to achieve mutually beneficial outcomes.

## KEY CONCEPTS

### Preparation

Gather information and define your goals before entering a negotiation.

### Active Listening

Pay attention to the other party's words and feelings to understand their perspective.

### Clear Communication

Express your ideas and needs clearly to avoid misunderstandings during negotiations.

### Win-Win Solutions

Aim for agreements that satisfy both parties, fostering positive relationships.

### Flexibility

Be open to adjusting your position to find common ground with the other party.

## EXAMPLES

- I propose a 10% discount on bulk orders.
- Can we extend the deadline for project delivery?
- Let's discuss a partnership that benefits both companies.

## MEMORY TIPS

- ★ Remember 'PACL' for Preparation, Active Listening, Communication, and Flexibility.
- ★ Think of 'Win-Win' as a handshake symbolizing mutual agreement.
- ★ Visualize a negotiation table where both sides are represented equally.

## COMMON MISTAKES

- ✗ Not preparing enough before negotiations.
- ✗ Interrupting the other party while they speak.
- ✗ Focusing only on personal gain instead of mutual benefits.

## QUICK RECAP

Negotiation is essential in business for reaching agreements. Key skills include preparation, active listening, and clear communication. Aim for win-win solutions to build strong relationships.