

How to negotiate in English

Using the conditionals in context



Structure

Basic structure

How to formulate the conditionals correctly

Verb forms

Present, past, future, ...

Hope vs Wish

What's the difference

Negotiation Skills

Top 5 skills to succeed in negotiations

Negotiation Strategies

10 different strategies you could use negotiate your way to success

Negotiation Idioms

The most common idioms and expressions in business negotiations.

Conditionals

Understanding the basics

Sometimes we call them 'if clauses'. They describe the result of something that **might happen** (in the present or future) or **might have happened but didn't** (in the past) . They are made using different English verb tenses.

It is important to understand **how** to construct them, **why** and **when** they are used and what the differences between Spanish and English are.

Conditionals describe the result of a certain condition. The *if* clause tells you the condition (*If you study hard*) and the main clause tells you the result (*you will pass your exams*). The order of the clauses does not change the meaning

If you study hard,

Condition

you will pass your exam

Result

You will pass your exam

Result

if you study hard

Condition

Order

How to form a conditional



Types of conditionals

- Zero conditionals
- First conditionals
- Second conditionals
- Third conditionals

Zero Conditional

Certainties



We can use if-clauses with a present tense to introduce certain conditions under which something is true:

- If you press this button, the Netflix video pauses.

Present simple

present simple

- The conclusion remains the same if environmental changes are considered.

Present simple

present simple

Notice that here 'if' has a meaning similar to 'when'

In **First Conditionals** we usually use a present tense verb in the *if*-clause to talk about the future.

If you leave now, you'll be able to catch the 5pm train.

Present simple

future

If I'm going to London, I'll take my umbrella.

Present continuous

future

First Conditionals

Possibilities

Offers, Advice & Instructions

Alternatively, we can use an imperative in the main clause to make offers, offer advice or give instructions.

- Please take another sandwich if you're hungry.
- If you have a mobile phone, please check that is turned off.
- Please contact me if you have any further questions.

The subjunctive

An unreal problem

The subjunctive is a problem for most learners of English. Try to remember the following tips.

1. The hypothetical subjunctive is formed by the first person plural of the past simple ('we')
2. Only noticeable difference with verb 'to be' – were
3. The hypothetical subjunctive is *only* used to hypothesise.

Hope is used when it is possible in the present or the future.

- Wish + subjunctive (past simple) is when it is improbable, imagined or impossible in the present.
- Wish + past perfect is used to express a wish about the past.

Hope vs wish

The problem of 'ojala'

Conditionals & Wish



Translations

If you increased your order, we could give you a greater discount.

She wouldn't have bought it if she had known that.

Si aumentarás tu pedido, podríamos darte un descuento mayor.

No lo habría comprado si hubiera sabido eso.

You would have learned more if you had attended all the classes.

I wish they had changed the dates.

Habríais aprendido mas si hubierais asistido a todas las clases.

Ojalá hubieran cambiado las fechas (no lo hicieron).

I hope that you are wrong.

Ojalá no tengas razón.

I wish I lived near the beach.

Ojalá yo viviera cerca de la playa.

I wish I had my credit card.

Ojalá tuviera mi tarjeta de crédito.

I wish we had permisión.

Ojalá tuviéramos permiso.

Successful negotiations

Expressions and strategies



Negotiation skills are paramount if you want to be successful during any negotiation. Experts agree that these are the top five skills.

- Effective verbal communication
- Listening actively
- Reducing misunderstandings
- Asking and dealing with difficult questions
- Building rapport

Negotiations

Skills

The salami technique

A tactical game



Negotiation Strategies.



High Pressure Tactics

1. The shock opener

Make a ridiculous initial demand or offer but keep a straight face as you make it.

2. The vinegar & honey technique

Make unreasonable demands early in the negotiation. When you 'see reason' later and modify your demands, they are much more likely to accept it.

3. The strictly off-limits ploy

Point out at the start that, though you are prepared to negotiate A, B and C; X, Y and Z are not negotiable.

Negotiation Strategies.



High Pressure Tactics

4. **The take-it-or-leave-it challenge**

Make it look as though you are ready to leave the negotiating table if your demands are not met.

5. **The I'll-have-to-check-with-the-boss trick**

After you obtain a concession from your opponent, inform them that you need your boss's approval before you can do what they ask in exchange.

6. **The Sorry-about-my-English trick**

Pretend not to understand any proposal you don't like the sound of. You'll make your opponent uncomfortable by forcing them to repeat it.

Negotiation Strategies.



High Pressure Tactics

7. **The good cop, bad cop approach**

One of your team is friendly and flexible, the other unpleasant and unreasonable.

8. **The once-in-a-lifetime offer**

Pressure your opponent by suggesting that the offer you're make is only for a limited period and if they don't act quickly, they'll miss it.

9. **The last-minute demand**

After the deal has been done, make one modest extra demand in the hope that your opponent will not jeopardise the agreement for one small detail.



“

“From lost to the river”

– Confused Spanish Speaker

Negotiations:

Idioms & expressions



English is a language rich in idioms and expressions. Idioms are usually phrases or expressions that have a figurative meaning and as result that can be impossible to translate.

Experts disagree on the total number but there are at least about 10,000 of them.

Idioms are often used in negotiations and the following list is a useful tool to master.

~~'From lost to the river'~~ = 'In for a penny, in for a pound'

Negotiations

Idioms & expressions



1. To strike a hard bargain

To be a tough negotiator

2. A fallback option

An alternative best kept in reserve

3. To haggle over a price

To dispute and discuss terms

4. To hammer out the details

To elaborate the fine points

5. Happy medium

A satisfactory compromise

**Where to people
typically haggle?**

Do you enjoy it?



- | | |
|------------------------------|---|
| 1. An overlap of preferences | The things you have in common |
| 2. A ploy | A strategy or a tactic |
| 3. A stalemate | A deadlock; when it's impossible to win |
| 4. A tradable | Something for use in exchange |
| 5. A win-win situation | When everyone is satisfied |

Negotiations

Idioms & Expressions



**Can you think of an
example of a stalemate?**

How common are they?

Thanks!

Does anyone have any questions?