**Teaching Plan**

**for Business English Negotiation**

**商务英语谈判**

**教案**

课程整体设计

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 课程代码 |  | 任课教师 |  | 学时学分 |  |
| 年级 |  | 专业 |   | 班级 |  |
| 学 情 分 析  |  |
| 课 程 目 标 |  |
| 课 程 内 容 |  |
| 实 施 设 想 |  |
| 备注注 |  |

PROGRAM ONE A General Introduction to Business Negotiation

项目一 商务谈判概览

**Mission 1 Procedures of Business Negotiation**

**任务 1 商务谈判流程**

1. **Teaching Goals**

—be able to judge what stage a negotiation is on;

—be able to use the useful terms and sentences to make up stimulative negotiation dialogues;

—be able to use the useful terms and sentences to do translation;

—be able to design a stimulative negotiation play-script including all the negotiation stages;

—ideological and political education: logical thinking and the stages of things development

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the main stages of business negotiation?**

 There are mainly five stages in business negotiation, they are:

(1) The Preparatory Stage

The preparatory stage of negotiation refers to the stage before the formal start of the negotiation. Its main tasks are to carry out environmental investigation, collect relevant information, select the negotiation object, formulate the negotiation plan, organize the negotiation team, establish contact with the other party, etc. This stage can be divided into the following steps:

1. To get to know the customers you will be working with
2. To formulate negotiation topics and objectives
3. To make a negotiation plan
4. To design a negotiation strategy (see the Qr code in the textbook)
5. To contact the other party

(2) The Opening Stage

The opening stage refers to the period from the beginning of negotiations to the beginning of substantive negotiations, which is the prelude and foreshadowing of negotiations.

The main tasks of this stage are to establish a good first impression, create a suitable negotiation atmosphere, detect the intentions of the other party, and seek a favorable negotiating position. In this process, both sides constantly adjust their negotiation expectations and strategies through mutual understanding.

 (3) Consultation Stage

The consultation stage refers to the stage after one party offers until both parties conclude a deal. It is the core stage of the whole negotiation and the most difficult stage in the negotiation.

In this stage, both parties focus on using various negotiation strategies and skills, including quotation, bargaining, demand, resistance, objection handling, pressure and counter-pressure, deadlock handling, concession and many other activities and tasks. In this stage, the two sides bargain around the core issue of price repeatedly.

(4) Conclusion Stage

The conclusion stage refers to the stage in which both parties, after the main trading conditions are basically settled, clearly accept all the conditions that have been agreed upon and sign a contract or agreement. The beginning of the deal phase does not mean that all the problems of the two sides have been solved, but that the time to propose a deal has arrived. In fact, both sides often need to carry out the final negotiation and confirmation about the price and main trading conditions in this stage, but right now the interest divergence of both sides is not big, and if one party accurately grasp the other side’s signal for clinching a deal and make a little effort, then he can propose to clinch a deal.

The main task of this stage is to summarize, review and solidify the results of the early negotiations, and make the final discounts or concessions to promote the deal, draw up contract terms and review and sign the contract.

1. Summary Stage

This stage refers to the finishing touches, which include the following tasks:

1. To sort out and archive negotiation materials
2. To sum up experience and lessons
3. To implement the contract
4. To consolidate the customer relationship

**2. What are the strategies and techniques in each stage of business negotiation?**

(see the QR code in the textbook)

1. **Practices in Class**

**1. Group work**

Ask the students to practise the main procedures(stages) of business negotiation according to the four cases in Task 1 and judge on which stage each negotiation case is respectively with help of the “达人锦囊” in the textbook.

[Case A] Negotiation on land acquisition

[Case B] Negotiation on spring price

[Case C] Negotiation on smelting furnace

[Case D] Negotiation on equipment import

1. **Group work**

Require the students to discuss the five cases in Task 2 in pairs and make up five dialogues showing the different stages of business negotiation with the help of the “达人锦囊” in the textbook.

[Case A] Extending the contract

[Case B] Medical products business

[Case C] Oder size and price

[Case D] Establishing trade relations

[Case E] Order of computers

**3. Group work**

Request the students to play the roles in the cases of contract terms negotiation in groups under the guidance of Play Script 1-3 in Task 3. Remind them to get tips from the “达人锦囊” and the “过关秘笈” in the textbook.

[Play Script 1] Computer price

[Play Script 2] Computer price

[Play Script 3] Computer price

**IV. Class Assessment**

At the end of the class, the students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class with the assessment charts provided in the textbook.

**V. Homework**

Students are required to create a play script for the stimulative business negotiation in Task 4 in groups with the help of Strategies and Techniques and Useful Terms and Sentences learned in this class, and then make evaluation on personal performance in the group with the Student’s Assessment Chart.

Mission 2 Forms of Business Negotiation

任务 2 商务谈判形式

**I. Teaching Goals**

—be able to judge which form a certain contract negotiation is;

—be able to decide which form among the three is the best for a certain negotiation case;

—be able to use the useful terms and sentences in translation;

—be able to design stimulative negotiation play-scripts in a certain business negotiation form.

—ideological and political education: the relationship between form and content as well phenomenon and essence of things

**II. Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

1. **What are the three forms of business negotiation?** (see the QR code in the textbook)
2. face-to-face negotiation

Face-to-face negotiation refers to the way in which the two sides of the negotiation communicate directly and face to face through language. The two sides of the negotiation can always talk directly, not only with the direct communication of language, but also with the direct observation of the other side’s appearance, gesture, expression and attitude, which constitutes the unique advantage of face-to-face negotiation.

1. telephone negotiation

Telephone negotiation is a way to communicate information, negotiate transaction conditions and seek to reach a deal by means of telephone communication. The differences between telephone negotiation and face-to-face negotiation lie in that one is a long-distance negotiation without face to face, while the other is a close face-to-face negotiation. Its similarity lies in the way of expression of oral language to carry on the consultation, and telephone negotiation means also includes different steps, such as inquiry, appointment, clinching a deal, signing a contract and so on .

1. written negotiation

Written negotiation, also called correspondence negotiation, is carried out by letter, fax, telegram, E-mail and other means in international business activities. It is the most common and frequent negotiation in international trade.

1. **What is the application range of the three forms of negotiation respectively?**

The application range of face-to-face negotiation:

(1) Trade negotiations with complex topics

(2) More important negotiations

(3) Large negotiations

(4) Negotiation of the first transaction

(5) Other face-to-face negotiations that are necessary

The application range of telephone negotiation:

(1) In order to communicate with the negotiating opponent quickly, contact as soon as possible and close a deal as soon as possible, telephone negotiation is a shortcut to achieve this goal and achieve success in the negotiation.

(2) In order to obtain the advantage and position of the negotiation, telephone negotiation can be adopted, and should take the initiative to call the other party.

(3) In order to keep business information confidential, telephone negotiation should be adopted.

(4) In order to narrow the gap between the two parties in the negotiation, telephone negotiation can receive the desired effect.

(5) When you want to refuse your opponent or break off a negotiation, the telephone is the best way to negotiate.

(6) When we deliberately show that we are not interested in a certain business or a certain negotiation, or deliberately show that we have a tough negotiation attitude and firm position, telephone negotiation is usually more effective than face-to-face negotiation.

The application range of written negotiation:

It applies to the transaction negotiation between single commodity, traditional commodity and old customer, and is most commonly and frequently used in the business negotiation of international trade.

1. **What are the advantages of the three forms of negotiation respectively?**

The advantages of face-to-face negotiation:

(1) The negotiation has greater flexibility.

(2) The way of negotiation is relatively standard: opening--quotation--negotiation--closing and signing.

(3) The contents of the negotiations are in-depth and detailed.

(4) Conducive to the establishment of long-term trade partnerships

The advantages of telephone negotiation:

(1) Convenient and fast

(2) Speak directly

(3) Differences in identity can be ignored.

(4) The phone can prevent the outflow of their own information and control the flow of information.

(5) On the phone, if the other party is not listening, or the other party’s output of information is enough, you can interrupt very directly or change the topic without being impolite.

(6) It can reduce the cost of negotiation.

The advantages of written negotiation:

(1) Convenient and accurate

(2) Conducive to negotiation and decision-making

(3) The materials are complete and well documented.

(4) Save time and cost

(5) It has legal effect in many countries.

**III. Practices in Class**

**1. Group work**

Ask the students to practise the main forms of business negotiation according to the cases in Task 1 in groups and judge on which form each negotiation is respectively with help of the “达人锦囊” in the textbook.

[Case A] Negotiation on glass production line

[Case B] Negotiation on lactic acid bacteria

[Case C] Negotiation on laptop computer

 **2. Group work**

Request the students to discuss in groups and decide which form among the three, face-to-face negotiation, telephone negotiation and E-mail negotiation, is the best for each of the cases in Task 2 respectively with the help of the “达人锦囊” in the textbook.

[Case A] Negotiation on printing press

[Case B] Negotiation on a technology

[Case C] Negotiation on clothing

**3. Pair work**

Ask the students to translate the Chinese part in the 3 dialogues of stimulative business negotiations in Task 3 into English and then perform the plays during the class time. Remind them to get tips from the “达人锦囊” and the “过关秘笈” in the textbook.

[Play Script 1] Price

[Play Script 2] Sole agency

[Play Script 3] Discount

**IV. Class Assessment**

At the end of the class, the students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class with the assessment charts provided in the textbook.

**V. Homework**

Students are required to create a play script for the stimulative face-to-face business negotiation in Task 4 in groups with the help of Strategies and Techniques and Useful Terms and Sentences learned in this class, and then make evaluation on personal performance in the group with the Student’s Assessment Chart.

## Mission 3 Three Categories of Business Negotiation

### 任务 3 商务谈判的三种类型

1. **Teaching Goals**

—be able to judge the terms and conditions of a business negotiation contract in a given text;

—be able to give examples to show the different categories of business contract execution;

—be able to judge what terms and conditions are missing in a negotiation case and give suggestions for improvement;

—be able to design a simulative negotiation including all the procedures of a business contract from the terms and conditions negotiation to contract execution and dispute settlement.

—ideological and political education: the formation of rigorous spirit of contract

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

1. **What are the main parts of a contract for international business negotiation?**

(see the QR code in the textbook)

It includes the head of contract, the body of contract and the end of contract.

1. Head of contract

The head part of a contract generally includes:

1. the name of the contract (Sales Contract/ Purchase Contract),
2. the contract number,
3. the time and place of signing,
4. the names and contact information of the contracting parties (the name and

address of the exporter & the name and address of the importer),

1. the expression of the willingness of the parties to conclude the contract (the

undersigned sellers and buyers have agreed to close the following transaction according to the terms and conditions stipulated blow:)

1. Body of contract

The body of contract is the main part of the contract. It should list the main clauses of the contract, for example, description of the goods, quantity, packing, price, shipment, insurance, payment, inspection, force majeure clause, claim, arbitration, etc. Among them, product name, quality, quantity, price, shipment, packing, payment and insurance are the main transaction conditions. Inspection, claim, force majeure, arbitration and so on are the general terms of trade.

1. End of contract

The end of the contract refers to the end of the contract, including the number of copies of the contract, the appendix and its validity, the language used, the effective time of the contract, the law used in the contract and the signatures of both parties.

1. **Analyze the main parts and clauses in following example of a sale contract for export:**

**Sales Contract**

 合同号：

 CONTRACT No: SY-D&P 201705

日期：

  DATE: MAR. 12, 2017

签约地点：

 SIGN IN: XI’AN

卖 方：

THE SELLER: XI’AN FLYING DRAGON TRADING CO., LTD.

地址： 西安市科技二路32号

ADDRESS: #32 KE JI ER ROAD, XI’AN, SHAANXI, CHINA

电话： 传真

TEL: 86-29-83978868 FAX: (86)029-839788689

买 方：

THE BUYER: N& H GLASSWARE TRADING CO., LTD.

地址:

ADDRESS: # 2105 THE SIXTH AVENUE, MANHATTON, NEW YORK, U.S.A.

电话： 传真：

TEL: 212-30506678 FAX: 212-30506679

兹经双方同意按下列条款由卖方出售，买方购进下列货物：

The Seller agrees to sell and the Buyer agrees to buy the under mentioned goods on the terms and conditions stated below:

|  |  |  |  |
| --- | --- | --- | --- |
| (1)货物名称及规格Description of Commodity & Specifications | (2)数 量Quantity | (3)单价Unit PriceCIF New York | (4)总值&术语Total AmountCIF New York |
| 15 Inch Set/2 Vase, Christmas Green8/9/10 Inch Set/3 Red Plates | 3, 000 Sets1,500 Sets | USD 25/ SetUSD 40/ Set | USD 75,000USD 60,000 |

 Total: 4,500 Sets USD 135,000

 数量及总之均允许增加或减少\_\_\_\_\_%,，由卖方决定。

With \_\_\_\_\_\_ percent more or less both in the amount and quantity of the S/C allowed

Total Value: Say US Dollars One Hundred and Thirty Five Thousand Only

(5) 包装：每套入一礼盒，12套入一出口纸箱。

Packing: One set each with gift box packing, 12 sets to an export brown carton

(6) 装期：证到后40天装运，允许分批转运。

 Time of Shipment: Within 40 days upon receipt of the L/C, with partial shipment and transshipment allowed

 装运港和目的港：

 Port of Loading & Port of Destination: From Tianjin, China to New York, U.S.A.

 (7) 付款条件: 买方应由卖方所接受的银行，与装运日前30天，开局以买方为受益人的不可撤销的，保兑的即期信用证，至装运月份后第115天在中国议付有效。

Term of payment: The buyers shall open a bank acceptable to the Sellers an irrevocable, confirmed Letter of Credit at sight to reach the Sellers 30 days before the time of shipment, valid for negotiation in China until the 15th day after the month of shipment.

(8) 保险: 按发票金额110%投保一切险及战争险（中国人民保险公司1981年1月1日条款）。

Insurance: To be covered by the seller for 110% of invoice value against all risks and War Risk as per the relevant clauses of The People’s Insurance Company of China dated Jan. 1st, 1981.

(9) 品质与数量，重量的异议与索赔: 货到最终目的地后, 买方如发现货物品质及/货数量/重量与合同规定不符,除属于保险公司货船公司的责任外,买方可以凭双方同意的检验机构出具的检验证明向卖方提出异议,品质异议须于货到最终目的地起60天内提出,数量/重量异议须于货到最终目的地起30天内提出。

 Quality /Quantity/Weight Discrepancy and Claim: In case the quality and /or quantity/weight are found by the Buyer not to conform with the contract after arrival of the goods at the final destination, the Buyer may lodge a claim against the seller supported by a survey report issued by an inspection organization agreed upon by both parties with the exception of those claims for which the insurance company and /or the shipping company are to be held responsible. Claim for quality discrepancy should be filed by the Buyer within 60 days after arrival of the goods at the final destination while for quantity / weight discrepancy claim should be filed by the Buyer within 30 days after arrival of the goods at the final destination.

(10) 人力不可抗拒: 本合同内所述全部或部分商品，如因人力不可抗拒原因,使卖方不能履约或延期交货,卖方不负任何责任。

 Force Majeure: The Seller shall not be held responsible for failure or delay in delivery of the entire or portion of the goods under this contract in consequence of any Force Majeure incidents.

(11) 仲裁：凡执行本合同或与合同有关事项所发生的一切争执，应由双方通过友好方式协商解决。如果不能取得协议时，应提交中国国际贸易促进会委员会对外贸易仲裁委员会，根据该仲裁委员会的仲裁程序暂行规定进行仲裁，仲裁裁决是终局的，对双方都有约束力。仲裁费用除非仲裁另有决定外，均由败诉一方承担。

 Arbitration: All disputes in connection with this Contract or the execution thereof shall be settled through friendly negotiations. If no settlement can be reached, the case shall then be submitted to the Foreign Trade Arbitration Commission of the China Council for the Promotion of International Trade, Beijing, for settlement by arbitration in accordance with the Commission’s Provisional Rules of Procedure. The award rendered by the Commission shall be final and binding on both parties. The arbitration expenses shall be borne by the losing party unless otherwise award by the arbitration organization.

1. 买方（签章）THE BUYERS 卖方（签章） THE SELLERS

N & H GLASSWARE TRADING CO., LTD. XI’AN FLYING DRAGON TRADING CO., LTD.

1. **What are the main contents of the altered clauses or terms in a contract for negotiation?**

The altered terms proposed by both parties can be found in the following aspects:

1. The payment method
2. The packing way
3. The transportation means
4. **What are the main contents of the negotiation about the aftermath of the contract?**

It mainly involves two aspects: making claims and settling claims. Making a claim and settling a claim are two sides of a problem. However, both sides should seek common ground and strive for a satisfactory solution based on the principle of friendly cooperation and active settlement of the problem.

1. Making Claims

Claims for international goods fall into three categories:

1. Claims relating to the quality of goods belong to trade claims, which shall be settled through negotiation with the seller to recover losses.
2. The loss within the scope of insurance shall be settled through active negotiation with the insurance company.
3. Losses caused by improper handling of the goods in the course of transportation, such as rough handling, heavy discharge in the rain, shall be solved by contacting the shipping company or the freight forwarder.
4. Settlement of Claims

The settlement of claims can be divided into two kinds: acceptance and refusal.

1. Acceptance: If the the basis of one party’s claim is verified by the other party that it is not his responsibility, then he should provide factual evidence to show that he is not liable for compensation and politely and clearly reject the other party’s claim.
2. Refusal: If one party’s claim is verified that it is due to the other party’s reasons, then he should make sure about the amount and the number of claims, seize the goal and bottom line of his settlement of the claim and actively negotiate with each other adhering to the principle of seeking common ground while putting aside differences, and strive for the best solution so as not to lose the customer and avoid the excessive losses.

**III. Practices in Class**

**1. Group work**

Ask the students to match the sentences about the terms and conditions of business contract and also typical expressions for contract execution and settlement on the left column with the categories on the right in Task 1 with help of the “达人锦囊” in the textbook.

* The terms and conditions of business contract include:
1. Quantity terms
2. Quality terms
3. Price terms
4. Packing terms
5. Shipment clause
6. Insurance clause
7. Claim clause
8. Quality clause
* The Execution of Business Contract:
1. Changing packing
2. Changing payment
3. Changing shipment
* The Settlement of Business Contract Disputes:
1. Claims
2. Settlement of Claims
3. **Group work**

Request the students to discuss the 4 cases in group and decide which stage the negotiation is about: terms and conditions of the business contract, the execution or the dispute of the business contract in Task 2 respectively with the help of the “达人锦囊” in the textbook.

[Case A] Negotiation on Equipment Purchasing

[Case B] Negotiation on vase

[Case C] Negotiation on excavator

[Case D] Negotiation on a claim

1. **Pair work**

Request the students to fill in the missing sentences in Play Script 1-3 in the cases of three different stages of contract negotiation: terms and conditions of contract, contract execution and dispute settlement in pairs in Task 3. Remind them to get tips from the “达人锦囊” and the “过关秘笈” in the textbook.

[Play Script 1] Faxing machine

[Play Script 2] Payment under Contract

[Play Script 3] Leather gloves

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script including all the stages of business contract negotiation for the stimulative business negotiation ranging from the terms and conditions negotiation to contract execution and dispute settlement in Task 4 in groups with the help of Strategies and Techniques and Useful Terms and Sentences learned in this class, and then make evaluation on personal performance in the group with the Student’s Assessment Chart.

PROGRAM TWO Negotiation for Contract Terms

**项目二 合同条款谈判**

**Mission 1 Team Building for Negotiation**

任务 1 组建谈判团队

1. **Teaching Goals**

—be able to recognize the roles in a negotiation team;

—be able to attribute a successful team to certain factors;

—be able to use the useful terms and sentences in translating dialogues into English;

—be able to apply the skills as well as the useful terms and sentences to setting up a team and create a play script about setting up a negotiation team;

—ideological and political education: cultivating team spirit and building a community with a shared future for mankind

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

1. **What are the principles for organizing a negotiation team?**

First,clear division of work;

Second, rational structure;

Third, attaching importance to group cooperation;

Fourth, divide the work according to the type of team;

Fifth, improve the efficiency through management.

1. **How to build a negotiation team with a clear division of labor?**

First, the managers need to define the principles for the composition of the negotiation team. On the one hand, managers should choose the team members (negotiators) who have good basic professional knowledge and be able to quickly and effectively solve subsequent problems; on the other hand, the negotiators must have good rapport with each other and be able to seek common ground while reserving differences, and their knowledge, character, ability are complementary and the division of work is definite.

Second, the size of the negotiation team should be effectively controlled.

1. **How to build a reasonably structured negotiation team?**

To build a reasonably structured negotiation team, both the quality of the team leader and members should meet the requirements.

Firstly, the team leader should have the following quality:

(1) talented;

(2) Work in the same way as the company;

(3) Master comprehensive knowledge and possess the function of leadership and coordination.

Secondly, the team members (negotiators) should have the following quality:

(1) The thought is agile with keen insight and accurate judgment;

(2) Cool-headed, stable, good self-control and decisiveness

(3) Energetic, tenacious and confident, with strong patience and perseverance

(4) Quick response, no panic, good strain ability

(5) Rich language, accurate expression, good eloquence ability

(6) Warm and generous, natural speaking, good communication skills and adaptability to environment.

In addition, both the team leader and members should have the following universal quality:

(1) Self-confidence

(2) Self-control

(3) Knowing how to respect

**4. How to carry out the team cooperation in negotiation?**

First, confirm the decision maker, who is the head of the negotiation team;

Second, confirm the chief negotiator who can stick to the principles and be flexible, explain their tasks and roles to other members, and the assistant negotiators who have deep professional knowledge of the project, or think tank members for tactical needs, such as business experts, technology experts, law experts, finance experts, record keeping personnel, etc. and obey the command of the chief negotiator;

Third, the team members should complement each other not only in position and professional skills but also in personality and hobbies.

**5. How to carry out the division of work in the negotiation team?**

It should be carried out according to the type of a team, which include:

1. problem solving team;
2. self-managing team;
3. multi-functional team.

Generally, a negotiation team is composed by six members:

1. negotiation managers;
2. trade personnel;
3. technical personnel;
4. legal personnel;
5. translator and interpreter;
6. record personnel.

**III. Practices in Class**

**1. Group work**

Request the students to discuss and tell the roles in each negotiation group of business negotiation cases in Task 1 with help of the “达人锦囊” in the textbook.

Case A Negotiation Team on Chips

Case B Teams in the Chu-Han Contention

Case C Negotiation Team on Architecture Project

Case D Negotiation Team of Geely and Volvo

Case E Negotiation Team of JUMEI Group

**2. Group work**

Requested the students to analyze why the teams in the cases of negotiation groups in Task 2 are successful with help of the “达人锦囊” in the textbook.

Case A Team of Tang Monk

Case B Team of Ant

Case C Team of Jack Ma

Case D Teams of Mcdonald’s

Case E Team of HUAWEI

**3. Pair work**

Request the students to translate the Chinese part into English in the play scripts of simulative business negotiations in Task 3 and then play it with the tips from the “达人锦囊” and the “过关秘笈”.

[Play Script 1] About Teamwork 1

[Play Script 2] About Teamwork 2

[Play Script 3] About Teamwork 3

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students (in group) are required to create a play script of a simulative business negotiation in Task 4 with the help of Strategies and Techniques and Useful Terms and Sentences learned in this class, and then make evaluation on personal performance in the group with the Student’s Assessment Chart.

**Mission 2 Knowing Your Rivals and Yourself**

任务 2 知 彼 知 己

1. **Teaching Goals**

—be able to attribute the success of a negotiation to certain appropriate objects of investigation;

—be able to attribute the failure of a negotiation to certain wrong directions of investigation;

—be able to experiment the SWOT model in the analysis of company information;

—be able to translate the balance sheet from Chinese to English with the help of useful terms and sentences;

—ideological and political education: cultivating the habit of making investigation before making decision and cultivating combatant spirit in fierce competition.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

1. **What should you know about your rivals and yourself?**

About yourself, you should know your strengths and weaknesses, the material and data you should prepare, the goals to achieve, your own way out.

About your rival, you should know the company status and personnel status of your opponent, the policies and regulations, business customs, local customs and customs of the country or region where the opponent is located.

1. **What need to be investigated in the preparatory work of the negotiation?**
2. Assessment of your own situation
* Evaluation of the economic strength of your company
* An assessment of the strength of your negotiators
* Feasibility assessment of the expected objectives of your party
1. Assessment of the other party's condition
* Evaluation of the economic strength of the other company
* Assessment of the strength of the other side’s negotiators
* Assessment of the background information of the other party's country
1. **What aspects should consider to judge a company’s current situation and future trend?**
2. Company honor;
3. R&D pipeline;
4. Production;
5. Sales;
6. Company size;
7. Fields involved;
8. Financial statements (balance sheet, income statement, cash flow statement, statement of changes in owners, equity and notes)
9. Personnel situation;
10. City located;
11. Boss resume

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success of a negotiation to certain appropriate objects of investigation of the business negotiation cases in Task 1 with help of the “达人锦囊” in the textbook.

Case A Negotiation on pharmaceutical equipment

Case B War Strategy of the Red Army

Case C Purchasing Raw Material

Case D Sales Competition

Case E Negotiation on Cosmetics

**2. Group Work**

Requested the students to attribute the failure of a negotiation to certain wrong directions of investigation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Crossing-the-Yangtze-River Campaign

Case B Cooperation on Tyre

Case C Agent negotiation

Case D Import of Raw Material of Paint

Case E Engine Import

**3. Group Work**

Request the students to evaluate the company’s strengths, weaknesses, opportunities and threats with the SWOT model in Task 3 with the tips from the “达人锦囊” in the textbook. (see next page)

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

|  |  |  |  |
| --- | --- | --- | --- |
|  | 内部能力（SW） | 优势（Strength） | 劣势（Weakness） |
|  |  |
|  |  | 1. | 1. |
|  |  | 2. | 2. |
| 外部因素（OT） |  | 3.…… | 3.…… |
| 机会（Opportunity） | SO 战略（增长型战略） | WO 战略（扭转型战略） |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |
| …… | …… | …… |
| 威胁（Threat） | ST 战略（多元化战略） | WT 战略（防御型战略） |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |
| …… | …… | …… |

**V. Homework**

Students are required to write down the missing English translation on the lines of a balance sheet in Task 4 with the help of Strategies and Techniques and Useful Terms and Sentences learned in this class.

## **Mission 3** Making a Negotiation Plan

### 任务 3 制订谈判计划

1. **Teaching Goals**

—be able to catch the key elements in a business negotiation;

—be able to translate Chinese negotiation plan into English;

—be able to make a business negotiation plan according to information given;

—ideological and political education: cultivating the habit of making comprehensive plan before action and overall viewpoint as well as holistic perspective.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the main parts of a business negotiation plan?**

(1) determine negotiation objectives;

(2) formulate negotiation strategy;

(3) arrange negotiation agenda;

(4) determine negotiation location;

(5) set up negotiation team;

(6) determine the division of labor;

(7) prepare negotiation materials and negotiation contract blank text;

(8) formulating negotiation plan

**2. What are the types of negotiation goals?**

(1) highest (Optimal) desired goal

(2) acceptable (Tradable) goal

(3) minimum level goal (bottom line)

**3. What are the types of negotiating strategies**

(1) opening strategy

(2) mid-game strategy

(3) end-game strategy

**4. How to set the agenda for a negotiation?**

(1) Arrange the negotiation time

(2) Determine the negotiation topics

(3) general rules agenda and detailed agenda

**5. What are the types of negotiation site?**

(1) the location of our party

(2) the location of the other party

(3) the location of the third party

The negotiation places can be conference room, hotel, cafe and outdoor.

**6. Who are the members of a negotiating team?**

(1) negotiation team leader

(2) technical experts

(3) business experts

(4) legal experts

(5) logistics support personnel

**7. What information or data should prepare for a negotiation?**

(1) background data

(2) relevant data of the other party

(3) industry data

(4) relevant legal data

(5) relevant standard data

(6) technical data

(7) product or service data

(8) business data

(9) financial data

(10) blank contract text in standard form

**8. What to consider when formulating emergency response plan?**

(1) members

(2) site and equipment

(3) concession strategy

(4) interference from competitors

**III. Practices in Class**

**1. Group Work**

Request the students to talk with their group to catch the main elements in the business negotiation plan in Task 1 with help of the “达人锦囊” in the textbook.

Case: Negotiation plan for cooperation with Dingsheng Photographic Equipment Co., LTD

**2. Group Work**

Requested the students to make a negotiation plan according to the backgrounds of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Health Care Products Project

Case B Computer Purchase

**3. Pair Work**

Request the students to work in pairs to translate the Chinese parts [(3)-(12)] into English in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script showing how they get to it in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof as well as the numbered sentences or terms.

## **Mission 4** Starting the Negotiation

### 任务 4 商务谈判开局

1. **Teaching Goals**

—be able to attribute the success of the start of a negotiation to certain strategies and skills;

—be able to analyze in which case a strategy should be chosen;

—be able to apply the strategies and skills to simulative negotiations;

—be able to use the terms and sentences in translating or making play scripts of the start of a simulative negotiation;

—ideological and political education: A good beginning is half done.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the strategies for opening a negotiation?**

(1) consistent opening strategy

(2) reserved opening strategy

(3) frank opening strategy

(4) critical opening strategy

(5) offensive opening strategy

**2. How to create an atmosphere for the start of a negotiation?**

(1) high-key (lofty tone) atmosphere

* emotional aggression method
* praise method: appropriate aim, opportunity and manner for praise
* humor method
* question tease method

(2) low-key atmosphere

* emotional aggression method
* silence method: proper reason and degree for silence,
* fatigue tactical
* reprobative method

(3) natural atmosphere

* Pay attention to your manners, your behavior
* record more, listen more, and do not get into a dispute with each other too early
* Be prepared for more questions and ask in a natural way
* For the question of the other side, be sure to answer the ones that can be answered in positive answer, and avoid the ones that can’t be answered in the the right way.

**3. What negotiation atmosphere should be created for each kind of negotiation strategy?**

(1) consistent opening strategy: high-key and natural atmosphere

(2) reserved opening strategy: low-key and natural atmosphere

(3) frank opening strategy: high-key, low-key and natural atmosphere

(4) critical opening strategy: low-key atmosphere

(5) offensive opening strategy: high-key atmosphere

**III. Practices in Class**

**1. Group Work**

Request the students to analyze which starting strategy they apply respectively in the cases of the starting stage of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: the normalization of the diplomatic relations between China and Japan

Case B: the introduction of the production line for color TV

Case C: the agent of an electronic company in Japan

Case D: President Nixon’s visit to China

Case E: buying refrigerator

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese Party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Negotiating with foreign businessmen

Case B Negotiating the sale of machine tools

Case C Negotiating on agent

Case D Negotiating oil equipment

Case E Negotiating raw material

**3. Pair Work**

Request the students to work in pairs to translate the Chinese part into English in the play scripts of simulative business negotiations and then play it during the class time in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof as well as the numbered sentences or terms.

## **Mission 5** Quotation, Attack, Defense,

**Compromise and Draw**

### 任务 5 报价、进攻、防守、让步与僵局

1. **Teaching Goals**

—be able to attribute the success of a negotiation to certain strategies and skills;

—be able to analyze in which case a strategy should be chosen;

—be able to apply the strategies and skills to simulative negotiations;

—be able to use the terms and sentences in translating or making play scripts of simulative contract terms’ negotiation;

—ideological and political education: Chairman Mao’s Thought----to despise the enemy strategically and take full account of him tactically.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What to negotiate in the mid-term of a negotiation?**

(1) name of commodity

(2) specification and quality

(3) packing method

(4) order quantity

(5) unit price

(6) delivery time and payment method

(7) transportation

(8) insurance

(9) objection and claim

**2. What strategies can be taken in the mid-term of a negotiation?**

(1) bidding strategy

(2) attack strategy

(3) defensive strategy

(4) concession strategy

(5) deadlock strategy

**3. What are the skills in the above strategies?**

(1) bidding strategies

* change the low price into the high price
* change the high price into low price
* early offer
* let the opponent start hitting and then get the better of him
* inquire first and bid later
* bid proactively
* odd number pricing
* differential quotation
* price splitting

(2) attack strategies

* focus on attacking something
* full-line attack, multi-point attack
* both carrot and stick
* nitpicking
* create competition
* bravado
* divide-and-conquer
* impose threat

(3) defensive strategies

* limit control (presets limits of power, sets financial limits, imposes policy limits);
* precedent control;
* fatigue tactics;
* preemptive defense

(4) concession strategy

* Only give in when you need them most.
* Limit the amount of a single concession, such as 2%;
* A concession must have a consideration;
* Let the enemy off in order to catch him later, swap concessions.
* control yield frequency

(5) deadlock strategy

* create an impasse;
* maintain a stalemate;
* breaking the deadlock (concession method, threat method, time limit method, carrot and stick method, change of topic method, off-site mitigation method)

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success of the negotiations to certain strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: Chongqing negotiations between the Kuomintang and the Communist Party

Case B: the tuition of the European Community

Case C: equipment purchases

Case D: sample processing trade

Case E: foreign trade shop of boutique fashion

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese Party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A medical insurance on serious illness

Case B China’s accession to the World Trade Organization

Case C Sino-us trade deficit

Case D intellectual property on chip for cell phone

Case E patent of touch screen phone

**3. Pair Work**

Request the students to work in pairs to translate the Chinese parts into English in the play scripts of simulative business negotiations and then play it during the class time in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] On Packing

[Play Script 2] On Shipment

[Play Script 3] On Insurance

[Play Script 4] On Commodity Inspection

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof.

## **Mission 6** Conclusion of Negotiation

### 任务 6 缔 约

1. **Teaching Goals**

—be able to attribute the conclusion of a negotiation to certain strategies and skills;

—be able to analyze in a case which strategy or strategies should be chosen;

—be able to apply the strategies and skills in simulative conclusion of negotiations;

—be able to use the useful terms and sentences in translating or making play scripts of conclusion of a simulative negotiation;

—ideological and political education: spirit of contract.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**What strategies and skills can be used in the conclusion of a negotiation?**

(1) To carefully watch what sb. is doing and saying

The specific skills are:

* Conversational judgment
* Situation judgment

(2) To carefully assess

The specific skills are:

* to confirm that the matters to be discussed have been settled one by one;
* to determine that the results already achieved are in line with the expected target range;
* to determine the ending skills;
* to prepare the draft contract.

(3) To facilitate transaction

The specific skills are:

* minor problems
* to guarantee or assure
* precedent control
* to surrender part of the profits( price discount, to provide a wider range of longer

term after-sales service)

* time limit

(4) To make concession

* risk taking type
* stimulating type
* hope type
* compromise type
* danger type
* induction type
* hypocrisy type
* stupid type

(5) To strive for concession

The specific skills are:

* the stick and the carrot
* to produce competition
* to bravado
* crush one by one
* to cavil

(6) To impose threat

The specific skills are:

* oppressive threat
* coerced threat
* suicidal threat

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the conclusion of the negotiations to certain strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: Canton Fair

Case B: Zinc ingot export business

Case C: Copper concentrate quotation

Case D: Order

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese Party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Import of mobile communication network equipment

Case B Ferrosilicon price

Case C Stock acquisition

Case D Glassware trade

**3. Pair Work**

Request the students to work in pairs to translate the Chinese parts into English in the play scripts of simulative business negotiations and then play it during the class time in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] On Contract Conclusion

[Play Script 2] On Contract Conclusion

[Play Script 3] On Contract Conclusion

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof.

## **Mission 7** Negotiation Etiquette

### 任务 7 谈 判 礼 仪

1. **Teaching Goals**

—be able to recognize polite behaviors and bad manners;

—be able to make suggestions for improvement on etiquette;

—be able to apply etiquette in simulative negotiations;

—be able to use the useful terms and sentences in translating dialogues and play scripts about simulative negotiations;

—ideological and political education: Chinese traditional etiquette.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the costume etiquette in international business negotiation?**

Business negotiators should dress simply, generously, appropriately and neatly, and conform to the TOP (Time, Occasion, Place) principle.

The color should be less, the fabric should be better, and the workmanship should be fine.

Men can wear suits or dark Zhongshan suits, and women can wear suits, skirts or gowns.

1. **What are the welcome and reception etiquette in international business negotiation?**

 **Welcome** **etiquette:** toknow the train number and flight of the other party, and arrange personnel with the same status and position as the guests to meet them.

  **Reception etiquette:**

* Help guests deliver their travel bags.
* Guide the guests to the car.
* Focus on customer needs (information, environment, emotion)

**The etiquette of seeing off a client:**

* See off (道别)
* Say goodbye (话别）
* Give a farewell dinner（饯别）
* Send off （送行）

**Bearing** **etiquette:**

1. Talking etiquette
* Respect and understand each other.
* Timely affirmation of the other party.
* Kind attitude and appropriate language.
* Pay attention to the speed, intonation and volume of speech.
1. Manner (behaviour) etiquette
* Standing posture
* Sitting posture
* Squat posture
* Walking
1. **What are the visit, gift and signing etiquette in international business negotiation?**
2. **Visit etiquette**

The visiting schedule of the foreign guests should be arranged according to the reception plan and the characteristics and requirements of the foreign guests.

For the reasonable requirements put forward by foreign guests, in the case of permission, satisfy them as far as possible; If they cannot be satisfied, they should be explained.

1. **Gift etiquette**

In international business activities, giving gifts is an important content. Small gifts can often enhance a friendship and cement a relationship. Therefore, we always have some appropriate gifts on hand in case of urgent need.

1. **Signing etiquette**
* Determination of personnel
* Necessary preparatory work
* The layout of the signing hall
* Procedures for the signing ceremony
1. **What are the taboos in the etiquette of international business negotiation?**
2. Taboos in Chinese and Western language communication
3. Custom taboo

**III. Practices in Class**

**1. Group Work**

Request the students to list the good behaviors as well as taboo during the negotiations in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: Germany Delegation

Case B: Visiting the workshop

Case C: Posture of OK

Case D: The buffet

Case E: Traditional cultural differences between China and the West

**2. Group Work**

Requested the students to make suggestions for improvement on etiquette in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Thai food

Case B Xiaozhang’s Cooperation negotiation

Case C Decorating the signing hall

Case D Welcome dinner

Case E Wangkai’s reception

**3. Pair Work**

Request the students to work in pairs to translate the Chinese parts into English in the play scripts of simulative business negotiations and then play it during the class time in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] Office Ambience

[Play Script 2] Table Manner

[Play Script 3] Greeting, Introduction & Visiting Cards

[Play Script 4] Preliminary Talk

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof.

## **Mission 8** Adapting to Various Negotiating Styles

### 任务 8 适应不同谈判风格

1. **Teaching Goals**

—be able to attribute the success of a negotiation to a good command of certain negotiating styles;

—be able to attribute the failure of a negotiation to a poor command of certain negotiating styles;

—be able to describe the world’s major nations’ negotiating characteristics in both Chinese and English;

—be able to use the useful terms and sentences in translating and making play scripts of different negotiating characteristics;

—ideological and political education: Survival of the fittest; Do in Rome as Rome does; mutual learning between civilizations.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the the negotiating style of the American merchant in terms of character view, timeliness view, social view?**

(1) American businessman

(2) Brazilian businessmen

**2. What are the the negotiating style of the European merchant in terms of character view, timeliness view, social view?**

(1) British businessman

(2) French businessman

(3) German businessman

**3. What are the the negotiating style of the Asian merchant in terms of character view, timeliness view, social view?**

(1) Japanese businessmen

(2) Indian businessmen

(3) Arab Merchant

**4. What are the the negotiating style of the African merchant in terms of character view, timeliness view, social view?**

**5. What are the the negotiating style of the Oceania merchant in terms of character view, timeliness view, social view?**

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success of a negotiation to a good command of certain negotiating styles in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: Ford Motor Company and General Motors

Case B: The freight terms

Case C: Social distance of Arab

Case D: Gift sending in South Africa

Case E: Valin Group acquires stake of FMG

Case F: Institute of Vocational Education

Case G: Sugar disputes between Japan and Australia

**2. Group Work**

Requested the students to attribute the failure of a negotiation to a poor command of certain negotiating styles in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A The building of a new pharmaceutical factory

Case B The curtain price

Case C Advertisement originality

Case D Waiter tip

Case E Entertainment in Australia

**3. Group Work**

Request the students to work in groups to fill in the gap with corresponding English translations of Chinese words and phrases in the brackets of the five cases about negotiating styles of America, Britain, France, Germany, and Japan in Task 3 with the tips from the “过关秘笈” in the textbook.

Case A America

Case B Britain

Case C France

Case D Germany

Case E Japan

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to work out a playscript with your partner in both English and Chinese according to the cue points in English in Task 4 with the help of“达人锦囊” and the “过关秘笈” hereof.

## **Mission 9** Evaluation of Negotiation Results

### 任务 9 评价谈判结果

1. **Teaching Goals**

—be able to recognize the criteria used in assessment;

—be able to apply some criteria in assessing negotiation results;

—be able to put forward suggestions or remedies for an unsatisfactory negotiation;

—be able to summarize the extra gains of a successful negotiation;

—be able to evaluate the remedy for a negotiation emergency;

—ideological and political education: systematic evaluation theory and method.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the evaluation indexes or criteria for negotiation results?**

(1) achievement of expected goals

(2) negotiation outcome

(3) negotiation efficiency

(4) input cost

(5) maintenance of the bilateral relationship

**2. What are the principles for the evaluation criteria for negotiation results?**

(1) Benefit target principle

(2) Win-win principle (reasonable distribution of benefits, seeking common ground while putting aside differences)

**3. What is the additional benefit in business negotiations?**

Additional benefit is a manifestation of the excess realization of one’s negotiation goal.

Both sides should actively seek common ground on the basis of seeking common ground while reserving differences, try their best to facilitate negotiations, and create additional benefits through bilateral cooperation, so as to achieve a real win-win situation.

**4. What are the unexpected circumstances in business negotiation and how to deal with them?**

1. The unexpected circumstance before the negotiation begins
* the changes of negotiation venue
* the changes of negotiation team personnel

Solution: Promptly adjust the negotiation plan of their own side and formulate as soon as possible the emergency plan under the new situation

(2) The unexpected circumstance after the negotiation begins

* During the formal negotiation, it is found that the key points of the negotiation of the other party are not in conformity with its own preliminary plan;

Solution: Try to adjourn and negotiate a new plan, and then start again.

* The two sides of the negotiation are biased in their understanding of the disputed terms and can not be unified.

Solution: The negotiators should come up with targeted plans as soon as possible under the joint consultation and discussion in order to seek common ground while reserving differences and strive for the conclusion of the negotiations.

Negotiators can adapt to the following two situations:

First: The negotiating team has received a high-level mandate. In this case, either the negotiating team will meet to discuss and vote to make the final decision, or the negotiating team leader will make a dictatorial decision.

Second: The negotiating team has received a high-level mandate. In this case, it is necessary to suspend the negotiations by means of adjournment and other means, report the progress of the negotiations to the high-level, and obtain further instructions from the high-level before further negotiations can be conducted.

**III. Practices in Class**

**1. Group Work**

Request the students to recognize the evaluating criteria used in assessing the negotiation in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A: Negotiating with the insurance company about compensation

Case B: Negotiation on Payment Terms

Case C: Negotiation on ultra-high voltage power transformation equipment

Case D: The claim on the quality of Mitsubishi motors

Case E: Negotiation on the price of calcium carbide

**2. Group Work**

Requested the students to apply some criteria to assess the results, and put forward suggestions which may improve the results in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A The negotiation on work on Friday

Case B The negotiation on the reward of Roosevelt’s photos

Case C The negotiation on the acquisition of Yahoo

Case D The negotiation on the production line of plastic woven bag

**3. Pair**/**Group Work**

Request the students to work in pairs or groups to translate the Chinese parts of the 3 play scripts of simulative business negotiations into English and then play them during the class time in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] A Group Discussion of Negotiation Result Evaluation

[Play Script 2] On the Reciprocal Banquet-I

[Play Script 3] On the Reciprocal Banquet-II

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.

PROGRAM Three Negotiation for Contract Implementation

项目三 合同执行谈判

**Mission 1 Changes in Payment Terms**

任务 1 变更支付方式

1. **Teaching Goals**

—be able to attribute the success of changing payment terms to certain strategies and skills;

—be able to apply the useful terms and sentences to making English dialogues about changes of payment terms;

—be able to apply the strategies and skills as well as the useful terms and sentences to making a play script of a simulative negotiation for changes of payment terms.

—ideological and political education: focus on the financial situation at home and abroad and make contribution to the financial security of our country.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the common payment modes(terms)?**

(1) letter of credit

(2) remittance

T/T（Telegraphic Transfer）

M/T (mail transfer)

D/D (demand draft)

(3) collection

D/A (document against acceptance)

D/P (document against payment)

**2. What are the common negotiation strategies in the negotiation of changing payment modes?**

(1) Throw stones and ask the way

* Ask the proper questions
* Ask specific questions
* Try to avoid revealing the true intention of the question, don’t argue with the other person, and don’t state the opinion of your side
1. Concession strategy
* Be prepared in advance on which issues to bargain with the other side.
* Where concessions can be made?
* How much to make concession?

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success/failure of the negotiations to certain good/wrong strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A The clothing trade

Case B Christmas Decorations

Case C Apple export

Case D Beauty equipment

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Liquid milk production plant

Case B High-grade silk

Case C Engineering equipment

Case D Medical silica gel

Case E Ski equipment

**3. Pair Work**

Request the students to translate the Chinese parts of the play scripts of simulative business negotiations into English and then play them during the class time with the negotiation strategies and skills in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] installments

[Play Script 2] Payment in Japanese yen

[Play Script 3] L/C and D/P

[Play Script 4] L/C and D/P

[Play Script 5] L/C and DAP

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.

**Mission 2 Changes in Packing Modes**

**任务 2 变更包装方式**

1. **Teaching Goals**

—be able to attribute the success of changing packing terms to certain strategies and skills;

—be able to apply the useful terms and sentences to making English dialogues about changes of packing terms;

—be able to apply the strategies and skills as well as the useful terms and sentences to making a play script of a simulative negotiation for changes of packing terms;

—ideological and political education: the proper relationship between appearance and connotation; the appropriate packing of commodity in modern society.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the reasons for negotiating the changes in packing modes?**

(1) From the perspective of the convenience of production, if the packaging of goods does not conform to the terms of the contract, not up to industry standards, cannot meet the requirements of transportation, loading and unloading equipment, etc.; not compatible with the production process and assembly line operation, the packaging of goods must be changed.

(2) From the perspective of transportation convenience, if the packaging of goods does not consider the goods from the production line to the hands of consumers, various occasions and conditions of transportation portability, safety, integrity; where efficiency in handling and transportation is impeded, packaging changes must be made.

(3) From the point of view of sales convenience, if the packaging of goods can not correctly, intuitively and efficiently convey commodity information, it is necessary to change the original packaging.

(4) From the point of view of the convenience of consumption, if the goods reach the hands of consumers, due to packaging problems preinduced security risks; The package cannot be opened normally; If the packing is not portable, appropriate changes should be made to the original packing.

(5) From the convenience of environmental protection, the packaging of products should be selected as far as possible to avoid environmental pollution; Try to use recyclable packaging to reduce the waste of resources; Try to use a concise way of packaging, to avoid excessive packaging caused by garbage collection difficulties, otherwise packaging changes will be made.

**2. What are the strategies for negotiating the changes of packing modes?**

(1) couple hardness with softness (combine struggle and compromise in terms of language and attitude)

(2) consider each other (respect and identify with each other)

(3) draw a clear bottom line (set a worst-case scenario that you can accept)

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success/failure of the negotiations to certain good/wrong strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A Raisin package

Case B Porcelain package

Case C Palm oil package

Case D P2 package

Case E Reduction of packaging of Japanese companies

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Bicycle package

Case B Leather clothing package

Case C Soybean package

Case D Package for powder for strengthening the bones

Case E Canned peach package

**3. Pair Work**

Request the students to translate the Chinese parts of the play scripts of simulative business negotiations into English and then play them during the class time with the negotiation strategies and skills in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] Shirt package

[Play Script 2] Silk blouses package

[Play Script 3] Interface card package

[Play Script 4] Poor packing

[Play Script 5] Faulty packing

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation on packing modes in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.

## **Mission** 3 Changes in Shipment Clauses

### 任务 3 变更装运条款

1. **Teaching Goals**

—be able to attribute the success of changing shipment clause to certain strategies and skills;

—be able to apply the useful terms and sentences to making English dialogues about changes of shipment clause;

—be able to apply the strategies and skills as well as the useful terms and sentences to making a play script of a simulative negotiation for changes of shipment clause;

—ideological and political education: building a powerhouse with strong transportation network; the achievement of China’s transportation industry.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the reasons for negotiating the changes of shipment clauses?**

In case of unexpected situation during the preparation period, the buyer has new requirements or the seller is unable to carry out the shipment as stipulated in the contract, the seller and the buyer will negotiate the changes of the shipment clauses.

It involves the change of the loading time, the loading port, the mode of transportation, partial shipment and transhipment, etc. The changes can often be completed through telephone consultations, online consultations and email consultations.

**2. What are the strategies for negotiating the changes of shipment clauses?**

(1) Giving a way out: Give the other party a step down first, say some of his positive aspects or analyze some objective reasons and take the initiative to maintain his face and self-esteem.

(2) Waiting: Wait for the right time to talk to each other.

(3) Detouring: Gain trust by talking about unrelated topics.

(4) Silencing: If the other party makes unreasonable demands or is not worth rebuttal, you can ignore them and remain silent.

**3. What are the skills for listening in the negotiations to change the transportation mode?**

Five Dos:

(1) To concentrate on listening;

(2) To concentrate by taking notes;

(3) Listen to each other with differential;

(4) Overcome the preconceived listening;

(5) Create a good negotiation environment so that the two sides can communicate happily.

Five Don’ts

(1) Don’t give up listening because of snatching words or being eager to refute;

(2) Do not involve yourself in argument;

(3) Do not delay listening in order to judge;

(4) Do not avoid listening to difficult topics;

(5) Don’t just listen and avoid communication.

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success of changing the shipment clauses to certain strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A Towel export

Case B Export of solar cell module

Case C Export of wine bottle

Case D Lighter export

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the Chinese party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A Can export

Case B Vase export

Case C Export of leather gloves

Case D Export of hardware tool

**3. Pair Work**

Request the students to translate the Chinese parts of the play scripts of simulative business negotiations into English and then play them during the class time with the negotiation strategies and skills in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] Partial shipment

[Play Script 2] Late shipment

[Play Script 3] Shipment in advance

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation on changing shipment clause in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.

PROGRAM FOUR Negotiation for After-sales Service

项目四 合同善后谈判

**Mission 1 Claims**

任务 1 索 赔

1. **Teaching Goals**

—be able to attribute the success of lodging a claim to certain strategies and skills;

—be able to apply the useful terms and sentences to making English dialogues about lodging a claim;

—be able to apply the strategies and skills as well as the useful terms and sentences to making a play script of a simulative negotiation for lodging a claim;

—ideological and political education: the awareness of protecting the legitimate rights and interests; cultivating the habit of preserving evidence.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**1. What are the different circumstances of claims in terms of causes and responsibilities?**

(1) If the loss is caused by the responsibility of the parties to the contract, then make claim for compensation against the responsible party.

(2) If the loss is caused by the carrier, then make claim for compensation against the carrier.

(3) In case of loss of goods covered by insurance, then make claim against the insurance company.

**2. What should we pay attention to when making claims?**

(1) Find out the legitimate claim cause

(2) Prepare valid claim evidence

(3) Correctly determine the claim item and amount

(4) Comply with the claim time limit

**3. What are the strategies for making claims in the starting stage of a negotiation?**

(1) Emotional communication

(2) Speaking frankly and sincerely

(3) Being offensive

(4) Being picky

**4. What are the strategies for making claims in the midterm of a negotiation?**

(1) One negotiator being offensive cooperates with another negotiator being embarrassed.

(2) To advance layer by layer and consolidate step by step

(3) To retreat in order to advance

(4) To highlight the advantages

(5) To suspended and relieve with a light topic

(6) To make use of a subject to elaborate his own ideas

5. **What are the strategies for making claims in the final stage of a negotiation?**

(1) To grasp the bottom line

(2) To lay down the opportunity for the future

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the success of changing the shipment clauses to certain strategies and skills in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A Late shipment of rare earth

Case B Stain and short shipment

Case C Rust

**2. Group Work**

Requested the students to analyze what strategies and skills should be chosen for the damaged party in the cases of business negotiation in Task 2 with help of the “达人锦囊” in the textbook.

Case A More or less clause

Case B Late delivery

Case C Lower quality

**3. Pair Work**

Request the students to translate the Chinese parts of the play scripts of simulative business negotiations into English and then play them during the class time with the negotiation strategies and skills in Task 3 with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] Breakage

[Play Script 2] Inferior quality

[Play Script 3] Late delivery

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation of lodging a claim in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.

**Mission 2 Settlement of Claims**

任务 2 理 赔

1. **Teaching Goals**

—be able to attribute the settlement of a claim to certain reasons;

—be able to analyze which party, the exporter, the shipping company, or the insurance company, is responsible for a claim;

—be able to use the useful terms and sentences in making simulative dialogues settling claim cases;

—be able to use the useful terms and sentences as well as the secrets and codes in making a simulative play script settling claim cases;

—ideological and political education: confess mistakes sincerely and compensate for others honestly; argue strongly on just grounds and defend legal interests.

1. **Warm-Up**

Check the pre-class tasks students have finished and discuss the following questions.

**What are the strategies and skills for the negotiation on the settlement of claims?**

* **Strategy One** Evidence is preferred.
* **Skill One** The evidence of effect is equal to the evidence of cause.
* **Skill Two** The reason for settling a claim should be appropriate.

Common reasons for agreeing to settle a claim are:

1. The other party has sufficient evidence for the claim;

2. Claim amount and claim impact are small;

3. Refusing to settle claims will lose big customers.

Common reasons for non-settlement may be:

1. It is the responsibility of a third party;

2. The claim amount is too large to bankrupt us;

3. Beyond the claim time limit.

* **Strategy Two** Keep rational
* **Skill One** Rational personnel
* **Skill Two** Rational attitude
* **Skill Three** State of mind
* **Strategy Three** Prepare fully
* **Skill One** Preparedocuments and information
* **Skill Two** Prepare site (host venue, guest venue, third party venue)
* **Skill Three** Prepare items (articles)
* **Strategy Four** Figure out the psychology (customer’s needs)
* **Skill One** Analyze customer information to sort out the real needs of customers.
* **Skill Two** Ask direct questions to get information about the customer’s needs.
* **Skill Three** By continuously addressing the customer’s needs, the customer finally comes up with a definitive requirement.
* **Skill Four** Make summary after the full exchange of information with the customer to find out the the customer’s needs.
* **Strategy Five** Shuffle rationally (Reasonable buckpassing, advise the claimant to make claim against the third party)
* **Strategy Six** Impose threat
* **Skill One** Use both hard and soft tactics
* **Skill Two** Manufacture competition
* **Skill Three** Bravado (swash)

**III. Practices in Class**

**1. Group Work**

Request the students to attribute the settlement to certain reasons in the cases of business negotiation in Task 1 with help of the “达人锦囊” in the textbook.

Case A Shortage of quantity

Case B Low quality

Case C water stain

Case D Inconsistent packing

**2. Group Work**

Requested the students to analyze which party, the exporter, the shipping company, or the insurance company, is responsible for the damage in the cases of claims in Task 2 with help of the “达人锦囊” in the textbook.

Case A Breakage and shortage

Case B Water damage

Case C Improper labeling

**3. Pair Work**

Request the students to work in pairs and make up English negotiation dialogues according to each case in Task 3 and then perform them before the class with the necessary strategies and skills with the tips from the “达人锦囊” and “过关秘笈” in the textbook.

[Play Script 1] With particular average

[Play Script 2] Discrepant documents (partial shipment)

**IV. Class Assessment**

At the end of the class, students or the group fellows and the teacher evaluate respectively each student’s and each group’s performance in the class in the following charts.

**V. Homework**

Students are required to create a play script of a simulative business negotiation for claim settlement in Task 4 in the English language in group with the help of“达人锦囊” and the “过关秘笈” hereof.