



Unit 5 Culture shock

Before you read

Think about these questions. To negotiate is to discuss in order to reach an agreement. What things do you usually negotiate? Have you negotiated with someone before? Were you successful?

Read the article

Let's Make a Deal!

Negotiating is a skill all of us use nearly every day. Children negotiate their bedtimes. Family members negotiate the household chores. The risks are higher in business negotiations. For example, if you are the head of a company, how much rent will you pay for a new office? How much will it cost to open a branch office overseas? To buy out another company? Negotiation helps decide all these issues.

Negotiating is a difficult process. It is even more difficult when you negotiate with people from a different culture.

Here are some general tips for businesspeople involved in cross-cultural negotiations.

Prepare. Know as much as possible about the other side's needs and your own needs. The better prepared you are, the more likely you will succeed in the negotiations. Before the negotiations start, write down your ideal goal as well as your realistic goal. You should also ask yourself these questions: What are you prepared to agree to? Will you agree to an offer or a solution that is less than what you want? How much are you willing to give up so you and the other side can agree?

Ask questions and listen carefully to the answers. When you start to negotiate, ask the other side what's important to them. They will appreciate your concern. You might also get information you can use.

Stay calm. Negotiations can be tense. Keep calm and don't let your emotions get in the way. You will probably regret a comment or decision you made based on your emotions.

Don't be in a hurry to finalize the deal. Remember, you can always think about things some more and continue the negotiations later if you don't like the deal that is being offered to you. If you can, take the time you need to negotiate a deal you are comfortable with.

Source: Adapted from *Longman English Interactive 3* by Michael Rost and Marjorie Fuchs, Longman



Build your reading skills: Identifying the audience and purpose of a text

Circle the letter of the correct answer.

1. Who do you think would be interested in reading "Let's Make a Deal"?
 - a. high school students
 - b. businesspeople
 - c. tourists
2. What is the purpose of the article?
 - a. to teach business etiquette
 - b. to teach about other cultures
 - c. to give information on making deals

Check your comprehension

Read the article again. Write *T* (true) or *F* (false) after each statement.

1. Negotiations take place only in business situations. *T*
2. It is not necessary to prepare for a negotiation.
3. In negotiations, you need to know the other side's needs.
4. In negotiations, be prepared to lower your goals.
5. Don't make decisions based on your emotions.
6. Don't waste your time negotiating if you don't like the offer.