

## Conditionals: Finding a solution

Negotiating is a process of finding a solution which is satisfactory for everyone. In business, we often negotiate when we buy or sell.

We know the classic dialogue:

Salesman            You want this red carpet? \$500.  
Customer            No, that's too expensive.  
Salesman            \$400?  
Customer            No, I'm going to look for something else.  
Salesman            Look at the quality of this carpet. The fine stitching and beautiful colours.  
                             \$350.  
Customer            \$200  
Salesman            My family worked for nearly one year to make this carpet. Look at the  
                             traditional design. \$300  
Customer            \$250. Not a penny more.  
Salesman            Sir you are a tough customer. I accept \$250.

Another form of bargaining has both the customer and the salesman making conditions.

Salesman            You want this red carpet? \$500.  
Customer            No it's too big. I can't take it home.  
Salesman            I'll put it in a nice package for you.  
Customer            No, it's too heavy. Can you send it to my home by Express Delivery?  
Salesman            Express Delivery is \$200.  
Customer            If I buy this red carpet for \$500 and that small blue carpet for \$200, will you  
                             send them to my home by Express Delivery with no charge?  
Salesman            Sir you ask so much from me. But I agree.



# Longman.com

Now write a dialogue between a sales person and customer. The sales person is trying to sell a new computer, the XKR5000.

Follow the steps in the diagram below.

Salesperson		Customer
Offer the computer for £735.		
		Say it is too expensive.
Add condition of a printer for an extra £50.		
		Ask if there is any free software.
Add condition of free software worth £180.		
		Ask if you can have free printer as well.
Offer computer, software and printer for £750.		
		Agree this price.

**Start like this:**

Salesperson      I'll sell you the XKR5000 for £735.

Customer      \_\_\_\_\_

Salesperson      If you buy the computer, I'll offer you a printer for £50.

Customer      \_\_\_\_\_

Salesperson      \_\_\_\_\_

Customer      \_\_\_\_\_

Sales person      \_\_\_\_\_

Customer      \_\_\_\_\_

