

A WIN-WING GAME.- Session 1.- On sale.

Caso práctico

Script

Daniel: I saw a hilarious American ad last night on the telly. I couldn't stop laughing.

Andrew: Really! What was it about?

Daniel: It was about a bloke who is going to buy a car ...and he's at the car dealer...He's inside the car with the salesman ...the salesman is looking at him, eyes wide open and frowning and the man is gesturing with his hands and arms and mimicking aggressively. He goes... 'I like everything you're telling me about the fire star safety rating, the DVD player and the ten-year warranty!' and it's funny because he's pounding with one of his fists into the palm of his hand like this... and continues ...and all that cash back is pretty amazing but I need to gesture aggressively with my hands so my wife thinks that I'm really working you over and close this deal! and he ends up by nodding and crossing his arms over his body. Then, the camera turns to his wife, who is outside the car waiting for him and looking quite concerned.

The salesman gets out of the car and goes straight to the wife saying "he's tough..." Then, the woman looks at her husband bursting with pride.

Andrew: Well, that's what I would call a negotiation...

Daniel: Yeah... a man has to do what a man has to do...to get a new car, if you know what I mean...

Andrew: I do, mate... hey, that reminds me of another ad where the first thing you see is a...



You should know

To watch the advertisement Daniel and Andrew are talking about, click on the following link:

funny negotiation skills



Text summary



Materiales formativos de FP Online propiedad del Ministerio de Educación, Cultura y Deporte.

[Aviso Legal](#)

1.- What to say. Expressing your point of view.

Think about it

In your view, what makes a good negotiator?

When you are negotiating, it is very important that you remain calm and pleasant even if the other party is not. Always respect and listen to what your opponent has to say even to show objection on a point or offer. As a rule of thumb, state your point of view no more than twice. On the contrary, your argument will not be more persuasive but it may brand you as argumentative.



Language to show understanding and objection on a point or offer

| Language to show understanding on a point | Language to show objection on a point or offer |
|---|--|
| ✓ I think we can both agree that... | ✓ From my perspective... |
| ✓ So what you are saying is that you... | ✓ If you look at it from my point of view... |
| ✓ In other words, you feel that you... | ✓ The way I see things... |
| ✓ There is no doubt in my mind that... | ✓ I'm prepared to compromise, but... |
| ✓ This proves that... | ✓ I'm afraid that doesn't work for me. |
| ✓ You have a strong point there. | ✓ I'm afraid I had something different in my mind. |
| ✓ That's a fair suggestion. | ✓ That's not exactly how I look at it. |
| ✓ I don't see any problem in that. | ✓ Is that your best offer? |

Ejercicio Resuelto

Click to read the Spanish translation:

Expresiones para mostrar acuerdo o desacuerdo en una negociación

| Cómo mostrar acuerdo | Cómo mostrar desacuerdo |
|--|--|
| ✓ Creo que los dos estamos de acuerdo en... | ✓ Según mi punto de vista... |
| ✓ Por lo tanto, lo que tú dices es... | ✓ Si lo consideras desde mi perspectiva... |
| ✓ En otras palabras, tú crees que... | ✓ Según yo veo las cosas... |
| ✓ No cabe la menor duda que... | ✓ Estoy preparado para llegar a un acuerdo pero... |
| ✓ Esto demuestra que... | ✓ Me temo que eso no es adecuado para mí. |
| ✓ Ahí tienes toda la razón. | ✓ Lamento decirte que mi idea era otra. |
| ✓ Me parece justo lo que sugieres. | ✓ No es exactamente así como lo veo. |
| ✓ No creo que haya ningún problema en ese aspecto. | ✓ ¿Esa es tu mejor oferta? |

A step ahead

For more ways of expressing your point of view in English click on the following link:

[Expressing your point of view.](#) (0.05 MB)

1.1.- Now you put it into practice (I).

Autoevaluación

Click on the following link to watch a video on how to express opinions.

Expressing Opinion Advanc...



[Text summary](#)

While watching the video fill in the gaps the following common phrases to show agreement or objection on a point. Use only one word in each gap.



- a. The () I see it...
- b. As () as I'm concerned...
- c. If it were () to me...
- d. It's fairly () that...
- e. I'm () that...
- f. I () believe that...
- g. () a doubt...
- h. () you think it would be better...
- i. I'm () I don't agree...
- j. Let's () it, the truth of the matter is...

Enviar

Think about it

Find a partner in the forum and exchange your points of view on the following statements:

1. Mergers are good for business.
2. Competition between departments is a good way of developing the company.
3. Shorter working hours make workers more productive.
4. If prices are raised too high, our sales will go down.
5. Working at the weekends is a benefit for the company.

Make two more sentences and ask your partner if he/she agrees or disagrees with you.

2.- How to say it. Conditional clauses – First and second type.

Think about it

What would you do if your party failed to reach an agreement?

What would you do if negotiations ended unsuccessfully?

In English there are 3 types of conditional sentences. In this type of sentences the subordinate sentence or if-clause expresses a condition upon which the fulfillment of the main clause depends.



Let's start in this unit with the first and second type.

- Before starting the first type, let's consider a type of conditional called **zero conditional which is used to talk about general truths**. Look at the table below for the tenses used in the subordinate and main clause of the sentence.

Zero type conditional clauses

| If- clause (subordinate clause) | Main clause |
|---------------------------------|-----------------|
| If / when + present simple. | Present simple. |

- If you boil water, it evaporates.*

In this type of sentences **if** can be substituted for **when**.

- When you boil water, it evaporates.*
- First type conditional clauses are used to express something which is probable to happen in the present or future. In this case, the tenses used are:

First type conditional clauses

| If- clause (subordinate clause) | Main clause |
|---------------------------------|-------------------------------|
| If + present simple. | Will + base form of the verb. |
| | Modal verb in the present. |
| | Imperative. |

- If neither party compromises, they won't make concessions.*
- If the parties come to an agreement, you must collaborate with them.*
- If the deal falls through, refuse to shore up the company.*

- Second type conditional clauses are used to express unreal or imaginary situations in the present or future. In this case, the tenses used are:

Second type conditional clauses

| If- clause (subordinate clause) | Main clause |
|---------------------------------|--------------------------------------|
| If + past simple. | Would/Could + base form of the verb. |

- If the parties compromised, they would make concessions.*
- If the deal fell through, would you shore up the company?*

In the second type of conditional, **were** instead of **was** can be used in the subordinate clause:

- If I were/was rich, I would set up my own business.*

The expression **If I were you** is used to express an opinion or to give advice:

- If I were you, I would accept the terms.*
- When a conditional clause is negative, it can be introduced by the word **unless** instead of having **if...not**:
- You won't make a profit unless things get better (=if things don't get better).*

A piece of advice

The subordinate clause or if-clause can be the first or the second part of the sentence. If it is the first part of the sentence, it must be followed by a comma in front of the main clause:

If I were you, I would accept the terms.

=

I would accept the terms if I were you.

Ejercicio Resuelto

Click to read the Spanish translation:

En inglés hay tres tipos de oraciones condicionales. En este tipo de oraciones la oración subordinada expresa una condición de la que depende la realización de lo que se expresa en la oración principal. Comencemos en esta unidad por el primer y segundo tipo:

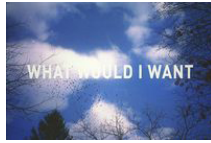
- El primer tipo de oración condicional se usa para expresar algo que es probable que ocurra en presente o futuro.** En la oración subordinada se utiliza el presente simple y en la oración principal se puede utilizar el futuro con will, un verbo modal en presente o un imperativo.
- El segundo tipo de oración condicional se usa para expresar situaciones hipotéticas o imaginarias en presente o futuro.** En la oración subordinada se utiliza un pasado simple, y en la oración principal se usa would o could seguido de la forma base del verbo.

En el segundo tipo de condicional se puede utilizar la forma verbal **were** en lugar de **was** para cualquier persona del verbo.

La expresión **If I were you** (Si yo fuera tú) se utiliza para expresar una opinión o dar un consejo. En este caso no es posible sustituir la forma verbal **were** por **was**.

- Cuando una oración subordinada condicional es negativa, se puede utilizar la palabra **unless** (a no ser que) para introducir dicha subordinada.

2.1.- Now you put it into practice (II).



Autoevaluación

Match the following halves to form conditional sentences.

Matching exercise

| 1 st half | Number | 2 nd half |
|--------------------------------------|--------------------------|--------------------------------------|
| ✓ When you launch a new product, | <input type="checkbox"/> | 1. they won't have a certain future. |
| ✓ Unless the government rescues them | <input type="checkbox"/> | 2. they would be forced to close. |
| ✓ Contact me | <input type="checkbox"/> | 3. if I were you. |
| ✓ If small firms went bankrupt, | <input type="checkbox"/> | 4. ask the car salesman. |
| ✓ I would resign | <input type="checkbox"/> | 5. market research is carried out. |
| ✓ If you want to get a 15% discount | <input type="checkbox"/> | 6. if you have any problem. |

Enviar

Can you notice the difference between the different types of conditionals?

Autoevaluación

Fill in the gaps using the verb in brackets with a suitable form.

- If prices go down, more tourists () (take) long holidays.
- I () (go) into business if I had money.
- When I () (be) on holidays, I like to relax and forget about the office.
- If you () (arrive) soon, you could meet my girlfriend.
- If you ever plan to drive West, () (take) the highway, that's the best.
- I'll be very happy if I () (pass) my exam.
- Things won't be different, unless you () (change).

Enviar

- If prices go down, more tourists **will take** (take) long holidays.
- I **would go** (go) into business if I had money.
- When I **am** (be) on holidays, I like to relax and forget about the office.
- If you **arrived** (arrive) soon, you could meet my girlfriend.
- If you ever plan to drive West, **take** (take) the highway, that's the best.
- I'll be very happy if I **pass** (pass) my exam.
- Things won't be different, unless you **change** (change).

Autoevaluación

Order the elements to form conditional sentences. The first word has been given for you in each sentence. Use commas when necessary.

- I / a / would / car / I / drive / if / to / work / owned.
a. I ()
- prices / will / to / come / if / holiday / down / more / continue / tourists / come / on.
b. More ()
- the / world / she / had / around / if / would / she / more / money / travel.
c. She ()
- watch / would / more / I / didn't / so / read / I / much / if / TV.
d. I ()
- Japanese / move / to / spoke / would / Japan / if / she / Mary.
e. Mary ()
- you / degrees / boils / to / if / 100 / it / heat / water.
f. If ()
- they / if / more / harder / earn / they / would / worked / money.
g. If ()
- A: What / won / would / do / if / you / the / you / lottery?
B: buy / a / would / I / house.
h. A: What () ?
B: I ()
- A: you / would / you / live / the / U.S. / if / where / moved / to?
B: live / in / I / Seattle / would.
i. A: Where () ?
B: I ()

Enviar

- I / a / would / car / I / drive / if / to / work / owned.
a. I **would drive to work if I owned a car**
- prices / will / to / come / if / holiday / down / more / continue / tourists / come / on.
b. More **tourists will come on holiday if prices continue to come down**
- the / world / she / had / around / if / would / she / more / money / travel.
c. She **would travel around the world if she had more money**
- watch / would / more / I / didn't / so / read / I / much / if / TV.
d. I **would read more if I didn't watch so much TV**
- Japanese / move / to / spoke / would / Japan / if / she / Mary.
e. Mary **would move to Japan if she spoke Japanese**
- you / degrees / boils / to / if / 100 / it / heat / water.
f. If **you heat water to 100 degrees, it boils**
- they / if / more / harder / earn / they / would / worked / money.
g. If **they worked harder, they would earn more money**
- A: What / won / would / do / if / you / the / you / lottery?
B: buy / a / would / I / house.
h. A: What **would you do if you won the lottery ?**

B: I **would** buy a house
 i. A: you/would/you/live/the/U.S. /ɪt/where/moved/to?
 B: live / in / I / Seattle / would.
 i. A: Where **would** you live if you moved to the US ?
 B: I **would** live in Seattle.

A step ahead

Click on the following links for more activities on conditional sentences:

[Conditional sentences.](#)
[More on conditional sentences.](#)

2.2.- Minimal Pairs (II).

Do you remember the meaning of **minimal pairs**? In Unit 5 we studied pairs of words with only one phonological element different between them, for example:

✓ **Shell** /ʃel/ **Sell** /sel/

As you can see from the example, these two words have only one consonant which makes their pronunciation different. In this unit we are going to concentrate on those words with one vowel which makes their pronunciation different.



✓ **Hat** /hæt/ **Hut** /hʌt/

✓ **Minimal pair** /i:/- /ɪ/

Minimal pairs /i:/- /ɪ/

| First word in the minimal pair | Pronunciation for the first word | Second word in the minimal pair | Pronunciation for the second word |
|--------------------------------|----------------------------------|---------------------------------|-----------------------------------|
| Sheep. | /ʃi:p/. | Ship. | /ʃɪp/. |
| Heat. | /hi:t/. | Hit. | /hɪt/. |
| ...Eel. | /i:l/. | Ill. | /ɪl/. |
| Leave. | /li:v/. | Live. | /lɪv/. |

When you pronounce the long vowel /i:/ your lips are spread and your tongue is tense with the sides touching the upper molars. The vowel /ɪ/ is shorter and the lips are only loosely spread.

You should know

To listen to the difference in pronunciation between the phonemes /i:/- /ɪ/ click on the link below:

[Minimal pairs /i:/- /ɪ/.](#)

✓ **Minimal pair** /æ/ - /ʌ/

Minimal pair /æ/ - /ʌ/

| First word in the minimal pair | Pronunciation for the first word | Second word in the minimal pair | Pronunciation for the second word |
|--------------------------------|----------------------------------|---------------------------------|-----------------------------------|
| Hat. | /hæt/. | Hut. | /hʌt/. |
| Cat. | /kæt/. | Cut. | /kʌt/. |
| ...Ankle. | /æŋkl/. | Uncle. | /ʌŋkl/. |

To pronounce the vowel /æ/ your lips are neutrally open and wider than to pronounce the vowel /e/. It is a sound in between /a/ and /e/. To pronounce the sound /ʌ/ open your jaws a bit more than to pronounce the sound /æ/.



A step ahead

For more minimal pairs /æ/ - /ʌ/ click on the link below:

[Minimal pairs /æ/ - /ʌ/.](#)

✓ **Minimal pair /e/-/æ/**

Minimal pair /e/-/æ/

| First word in the minimal pair | Pronunciation for the first word | Second word in the minimal pair | Pronunciation for the second word |
|--------------------------------|----------------------------------|---------------------------------|-----------------------------------|
| Bet. | /bet/. | Bat. | /bæt/. |
| Head. | /hed/. | Had. | /hæd/. |
| Pedal. | /pedəl/. | Paddle. | /pædəl/. |
| Shell. | /ʃel/. | Shall. | /ʃæl/. |

You should know

To listen to the difference in pronunciation between the phonemes /e/-/æ/ click on the link below:

[Minimal pairs /e/-/æ/.](#)

✓ **Minimal pair /æ/- /ɑ:/**

Minimal pair /æ/- /ɑ:/:

| First word in the minimal pair | Pronunciation for the first word | Second word in the minimal pair | Pronunciation for the second word |
|--------------------------------|----------------------------------|---------------------------------|-----------------------------------|
| Cat. | /kæt/. | Cart. | /kɑ:t/. |
| Hat. | /hæt/. | Heart. | /hɑ:t/. |
| Had. | /hæd/. | Hard. | /hɑ:d/. |
| Chat. | /tʃæt/. | Chart. | /tʃɑ:t/. |

The main difference between these two sounds is that to pronounce /ɑ:/your jaws must be far apart.

You should know

To listen to the difference in pronunciation between the phonemes /æ/- /ɑ:/: click on the link below:

Minimal pairs /æ/- /ɑ:/:

Ejercicio Resuelto

Click to read the Spanish translation:

En la unidad 5 habíamos estudiado pares mínimos que se diferenciaban en tan solo una consonante; ahora nos vamos a centrar en aquellos pares de palabras cuya diferencia recae en tan solo un fonema vocálico.

✓ **Par mínimo /i:/- /ɪ/**

Para pronunciar la vocal larga /i:/ los labios han de estar completamente extendidos y la lengua tensa con los lados de la misma apoyados en los molares superiores. Para pronunciar la vocal corta /ɪ/ los labios solo han de estar ligeramente extendidos.

✓ **Par mínimo /æ/ - /ʌ/**

Para pronunciar el sonido /æ/ los labios se encuentran en posición neutra aunque más abiertos que para pronunciar el sonido /e/. Es un sonido entre /e/ y /a/. Para pronunciar el sonido /ʌ/ las mandíbulas deben estar un poco más separadas que para pronunciar el sonido /æ/.

✓ **Par mínimo /æ/ - /ɑ:/:**

La principal diferencia entre estos dos sonidos es que para pronunciar el sonido /ɑ:/las mandíbulas han de estar completamente separadas.

2.3.- Now you put it into practice (III).

Autoevaluación

Change the vowel sounds to get new minimal pairs:



Complete these minimal pairs /b/ - /p/

| | |
|--------|----------------------|
| /i:/ | /ɪ/ |
| Sleep. | <input type="text"/> |
| Beat. | <input type="text"/> |
| Leave. | <input type="text"/> |

Complete these minimal pairs /æ/ - /ʌ/

| | |
|-------|----------------------|
| /æ/ | /ʌ/ |
| Lack. | <input type="text"/> |
| Fan. | <input type="text"/> |
| Cap. | <input type="text"/> |

Complete these minimal pairs /e/ - /æ/

| | |
|------|----------------------|
| /e/ | /æ/ |
| Bet. | <input type="text"/> |
| Bed. | <input type="text"/> |
| Met. | <input type="text"/> |

Complete these minimal pairs /æ/ - /ɑ:/

| | |
|-----|------|
| /æ/ | /ɑ:/ |
|-----|------|

| | |
|------|----------------------|
| /æ/ | /ɑ:/ |
| Ant. | <input type="text"/> |
| Hat. | <input type="text"/> |
| Pat. | <input type="text"/> |

Enviar

3.- Words you need. Words related to buying and selling products.

Think about it

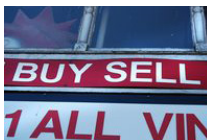
Can you draw a difference between a soft-sell approach and a hard-sell approach?

The **soft-sell approach** persuades people by encouraging them to buy a product once you have found out what the customer would like. It's a method of selling or advertising defined as subtly persuasive or low-pressure. On the contrary, the **hard-sell approach** uses every effort to convince the customer to buy the product.

The following words can be really useful when involved in a process of buying and selling products:

Buying and selling products:

1. Advertisement / Ad.
2. Agreed price.
3. All-in price.
4. Bill of lading.
5. Brand.
6. Cash before delivery.
7. Cash on delivery.
8. Competitive price.
9. Consumer.
10. Delivery.
11. Discount.
12. Distributor.
13. Faulty goods.
14. Fee.
15. Goods.
16. Hard sell.
17. Incentive
18. Inventory.
19. Invoice.
20. Merchandise.
21. Order from catalogue.
22. Pay in advance.
23. Receipt.
24. Refund.
25. Retail.
26. Retail price.
27. Sell on commission.
28. Shipment.
29. Soft sell.
30. Supply.
31. Warranty / Guarantee.
32. Wholesale.



2. Precio acordado.
3. Todo incluido en el precio.
4. Recibo de conocimiento de embarque.
5. Marca.
6. Entrega previo pago.
7. Pago contra reembolso.
8. Precio competitivo.
9. Consumidor.
10. Entrega.
11. Descuento.
12. Distribuidor.
13. Mercancía defectuosa.
14. Tasa.
15. Productos.
16. Venta agresiva.
17. Incentivo.
18. Inventario.
19. Factura.
20. Mercancía.
21. Compra por catálogo.
22. Pagar por adelantado.
23. Recibo.
24. Reembolsar, devolver.
25. Venta al por menor.
26. Precio venta al público.
27. Vender a comisión.
28. Envío.
29. Venta o publicidad subliminal.
30. Suministro, suministrar.
31. Garantía.
32. Venta al por mayor.

Ejercicio Resuelto

Click to read the Spanish translation:

Compraventa de productos:

1. Anuncio.

3.1.- Now you put it into practice (IV).

Autoevaluación

Read the following dialogue dealing with sales terminology and fill in the gaps with one word from the box below:

shipped → charge → goods → merchandise → consumers → distributors → delivery.

Julian: I'm new to this job. Could you explain some of the terminology?

Jack: That's what I'm here for. Shoot.

Julian: What's the difference between retail and wholesale?

Jack: Wholesale is to . Retail is to .

Julian: Sorry?

Jack: Distributors are stores that sell our . Consumers are the people who buy the products.

Julian: Oh, I see. What's a bill of lading?

Jack: The bill of lading lists the merchandise . It's included with every shipment or delivery.

Julian: Let's see. I get what pre-paid means. That means the merchandise has been paid for. But, what's COD?

Jack: Cash on .

Julian: What does it mean?

Jack: Exactly what it says: Cash is paid upon receiving the .

Julian: Oh, I understand. What's a delivery fee?

Jack: The delivery fee is an extra that the customer pays to have the goods delivered.

Julian: I think I'm beginning to understand now.

Adapted from: http://esl.about.com/od/businessreading/a/d_sales1.htm

Enviar



A step ahead

For more English on Sales vocabulary, click on the following link:

[Sales Vocabulary.](#)










You should know

Do you feel confident enough with sales terminology? Do the following quiz to check it.

[Sales terminology quiz.](#)

Appendix.- Licenses of resources.

Licenses of resources used in session 1. "On sale".

| Resource (1) | Resource information (1) | Resource (2) | Resource information (2) |
|---|--|---|---|
|  | <p>By: xrrr.</p> <p>License: CC by-nc-sa.</p> <p>From: http://www.flickr.com/photos/xrrr/2610807053/sizes/l/in/photostream/</p> |  | <p>By: IsraelIMFA.</p> <p>License: CC by-nc.</p> <p>From: http://www.flickr.com/photos/israel-mfa/4992414369/sizes/l/in/photostream/</p> |
|  | <p>By: IsraelIMFA.</p> <p>License: CC by-nc.</p> <p>From: http://www.flickr.com/photos/israel-mfa/3971345858/sizes/t/in/photostream/</p> |  | <p>By: Miss Yellow.</p> <p>License: CC by-nc.</p> <p>From: http://www.flickr.com/photos/cousinali/213077744/</p> |
|  | <p>By: Robert Bruce Murray III /Sort of Natural.</p> <p>License: CC by-nc-sa.</p> <p>From: http://www.flickr.com/photos/thirddesign/5317790165/</p> |  | <p>By: englishmeeting.</p> <p>License: CC by.</p> <p>From: http://www.flickr.com/photos/50150703@N08/4599564570/</p> |
|  | <p>By: mag3737.</p> <p>License: CC by-nc-sa.</p> <p>From: http://www.flickr.com/photos/mag3737/2372334262/</p> |  | <p>By: volpelino.</p> <p>License: CC by.</p> <p>From: http://www.flickr.com/photos/volpelino/1326652095/sizes/t/in/photostream/</p> |
|  | <p>By: VectorPortal.</p> <p>License: CC by.</p> <p>From: http://www.flickr.com/photos/vectorportal/5033315755/sizes/t/in/photostream/</p> | | |