

in company Upper intermediate

■ Unit 17

| headword | pronunciation | translation/notes | example sentence |
|--|---|-------------------|--|
| acumen (n) financial acumen (n) | /ækjəmən/ /fəˌnænfəl ˈækjəmən/ | | Someone who has financial acumen makes good financial decisions and judgments. |
| agreement (n) jeopardise an agreement | /əˈɡri:mənt/ /dʒəpədaɪz ən əˈɡri:mənt/ | | Some negotiators make a last-minute demand in the hope that his or her opponent will not want to jeopardise the agreement for one small detail. |
| bottom line (n) be sb's absolute bottom line | /ˌbɒtəm ˈlaɪn/ /bi ˌsʌmbədɪz æbsəlu:t ˌbɒtəm ˈlaɪn/ | | <i>O-Zone</i> is a unique product and I'm afraid €4 a bottle is our absolute bottom line . |
| business (n) a rock-solid business | /'bɪznəs/ /ə ˌrɒksɒlɪd ˈbɪznəs/ | | Firmly established rock group, the Stones, are also a rock-solid business generating millions of dollars a year. |
| compromise (n) reach a compromise | /'kɒmprəmaɪz/ /ri:tʃ ə ˈkɒmprəmaɪz/ | | During negotiations you must often be prepared to reach some kind of compromise . |
| concession (n) obtain a concession | /kən'seʃən/ /ɒbˌteɪn ə kən'seʃən/ | | Experienced negotiators know how to obtain concessions from their opponents without giving too much in return. |
| deadlock (n) end in deadlock | /'dedlɒk/ /end ɪn ˈdedlɒk/ | | Neither side was prepared to move and so the negotiation ended in deadlock . |
| demand (n) make a demand | /dɪ'mɑ:nd/ /meɪk ə dɪ'mɑ:nd/ | | Don't make all your demands at the start of negotiations – make a small demand first and get agreement on it before proceeding. |
| emotional blackmail (n) | /ɪˌməʊʃənəl ˈblækmeɪl/ | | Emotional blackmail involves trying to make other people feel guilty in order to get what you want. |
| essentials (n pl) | /ɪ'senʃəlz/ | | ' Essentials ' are the things that it is very important for you to obtain during negotiations. |

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| gross revenues (n pl) | /ˌgrəʊs 'revənju:z/ | | The Stones have generated more than \$1.5 billion in gross revenues since 1989. |
| halfway (adv) | /hɑ:fweɪ/ | | Maybe we could sort something out on price. Would you be willing to meet us halfway ? |
| meet sb halfway | /mi:t sʌmbədi hɑ:fweɪ/ | | |
| hassle (n) | /hæsəl/ | | Sometimes people give in to their opponent completely, deciding that prolonged negotiations are simply not worth the hassle . |
| not be worth the hassle | /nɒt bɪ ,wɜ:θ ðə 'hæsəl/ | | |
| head-on conflict (n) | /hedɒn 'kɒnflɪkt/ | | If neither person is prepared to compromise then the discussions may turn into a head-on conflict . |
| high-pressure tactics (n pl) | /haɪpreʃə 'tæktɪks/ | | Using high-pressure tactics involves using every strategy you can in order to get what you want. |
| ideals (n pl) | /aɪ'diəlz/ | | ' Ideals ' are the things you will fight to get but not if it costs you the deal. |
| income stream (n) | /ɪn kʌm ,stri:m/ | | Music rights, not concerts, provide the steadiest income stream . |
| long-term relationship (n) | /lɒŋtɜ:m rɪ'leɪʃənʃɪp/ | | It's not worth sacrificing a long-term relationship for the sake of winning a deal. |
| manoeuvre (n) | /mə'nu:və/ | | The problem with getting involved in a single-issue negotiation is that you leave yourself little room for manoeuvre . |
| room for manoeuvre (n) | /ru:m fə mə'nu:və/ | | |
| movement (n) | /mu:vmənt/ | | We'd like to see a little more movement on price – say, a 10% discount? |
| movement on price | /mu:vmənt ɒn 'praɪs/ | | |
| negotiate (v) | /nɪ'gəʊʃieɪt/ | | Pointing out to your opponent that some things are not negotiable is an example of the 'strictly off-limits ploy'. |
| negotiable (adj) | /nɪ'gəʊʃɪəbəl/ | | |

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| negotiating objective (n) | /nɪˈɡəʊʃɪeɪtɪŋ əb'dʒektɪv/ | | Your negotiating objectives are the things you want to achieve during negotiations. |
| negotiator (n) | /nɪˈɡəʊʃɪeɪtə/ | | Experienced negotiators have a range of high-pressure tactics that they use to get what they want. |
| one-off deal (n) | /ˌwʌnɒf 'di:l/ | | The tactics that you use for negotiating a one-off deal are very different from those you use when there's a long-term relationship involved. |
| out-earn (v) | /ˌaʊt'ɜ:n/ | | The dead Elvis Presley started out-earning the live Elvis Presley in 1988! |
| pay off (phr v) | /ˌpeɪ 'ɒf/ | | Mariah Carey was paid off to the tune of £19.5 million when Virgin Records decided they didn't want to record her at all! |
| pressurise (v) | /ˌpreʃərəɪz/ | | Which of the high-pressure tactics listed do you most often use to pressurise your opponents? |
| royalties (n pl) | /ˈrɔɪəlɪz/ | | Each time the Stones get airplay they collect 50% of the royalties . |
| set sth to one side | /ˌset sʌmθɪŋ tə ˌwʌn 'saɪd/ | | Let's set the price issue to one side for a moment, shall we? Tell me a bit more about the product. |
| single-issue negotiation (n) | /ˌsɪŋɡəlɪʃuː nɪˈɡəʊʃɪeɪʃən/ | | The problem with all single-issue negotiations is that there is very little room for manoeuvre for either party. |
| small print (n) | /ˌsmɔ:l 'prɪnt/ | | The small print of a contract consists of the details printed in small letters that often limit your rights. |
| throw sth in (phr v) | /θrəʊ sʌmθɪŋ 'ɪn/ | | We could offer you a 6% discount, free delivery and we could throw in free parts and service as well. |
| topic (n) | /ˈtɒpɪk/ | | A single-issue negotiation is one where only one topic is being discussed. |

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| tradeables (n pl) | /ˈtreɪdəbəlz/ | | ' Tradeables ' are the things that you take if you can get them but that are not particularly important to you. |
| win (v) | | | |
| win at all costs | /ˌwɪn ət ɔ:l 'kɒsts/ | | Becoming hostile because you want to win at all costs is often a big mistake. |
| win-win situation (n) | /ˌwɪn'wɪn sɪtʃuːeɪʃən/ | | By generating options you create a win-win situation where you both feel you've gained something. |