

➤ Study the following words and their definitions with your tutor.
Then, construct your own sentences using each word on the list.

Word/Expression	Definition	Sample Sentence
v. call off	to cancel	Construct a sentence using “ call off ”.
v. think through	to consider carefully and thoroughly	Construct a sentence using “ think through ”.
n. joint venture	a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task	Construct a sentence using “ joint venture ”.
n. mergence	to become joined or united	Construct a sentence using “ mergence ”.
v. instill	to infuse slowly or gradually into the mind	Construct a sentence using “ instill ”.

- Listen to your tutor as he/she reads the text.
Study and interpret the given data. Then, discuss with your tutor.

You and your college friend established two different shops.

You proposed to do a joint venture, he agreed at first, but called it off.

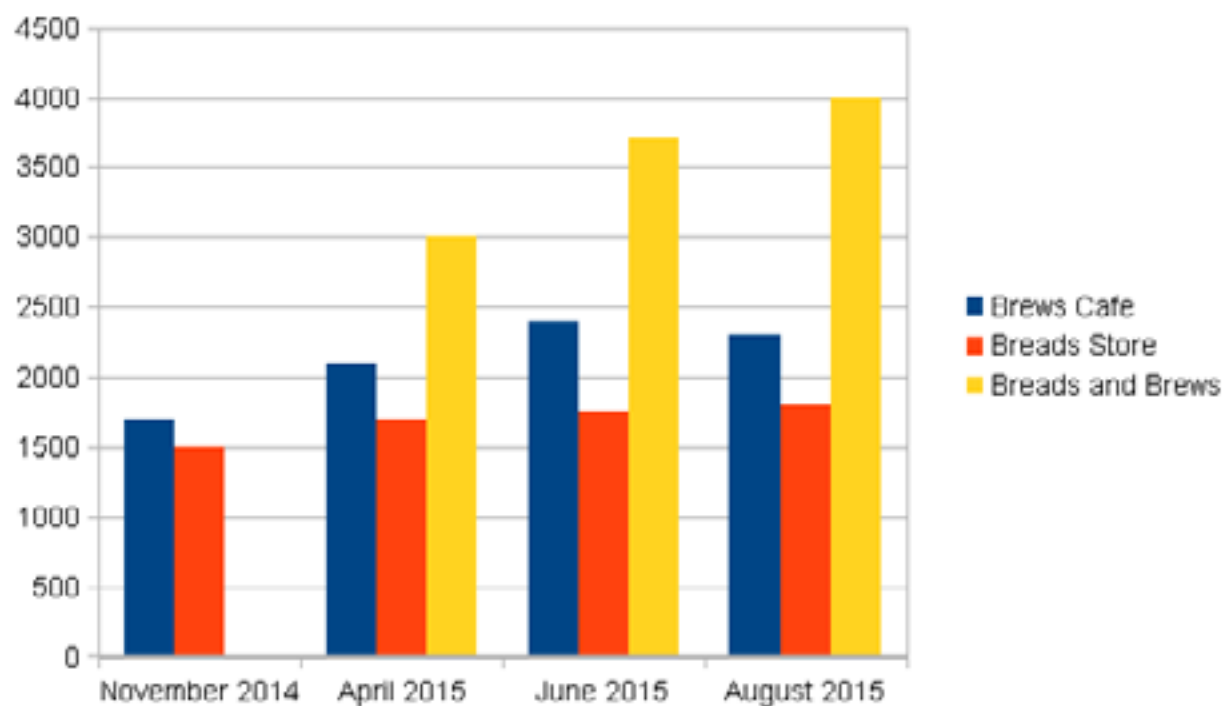
After five months, you are to present the same proposal to your friend once again.

Think of an effective reason why you're restarting a negotiation about merging your business.

Make sure to follow the format below in your explanation.

- introduce the general idea
- enumerate main points
- make a conclusion

BREAD AND BREWS' SALES AFTER MERGENCE



Activity 3 Problem-solving

5 min

Negotiation: Restarting talks
Business English for Expert **weblio** 英会話

➤ Read the passage below silently. Then, discuss with your tutor.
In your discussion, talk about how you would deal with the situation.

You finally convinced your friend to agree on the joint venture. You both decided to rent a better location for your new business. He mentioned that he already has a target location, but the owner rejected your friend's proposal when he went there to negotiate. You actually became interested in the location too, but the owner was firm that she's no longer interested after the previous tenant sullied her place.

➤ Read the text silently. Express your opinion on each statement in 4-5 sentences.

- ▶ Joint ventures are beneficial, but risky.
- ▶ Diplomacy is one perfect tool you should use when talking to business partners and clients.
- ▶ Never compromise on communication when negotiating.