



Unit 13 — Business Negotiations

Reading: Negotiation dialog between a buyer company, **Future Of Furniture**, and a supplier company of recycled plastic materials, **Recyclers Of Plastic LLC**

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Future Of Furniture: Thank you for meeting with us today. We are excited to discuss a possible business partnership between our two companies. We'd like you to become our main supplier of recycled plastic materials.

Recyclers Of Plastic LLC: Thank you for taking the time to meet with us! Let me just confirm what we understood from our previous email exchange: You are looking for a long-term deal, is that correct?

Future Of Furniture: Yes, we are looking for a long-term agreement that would benefit both our companies. We'd like to be able to purchase large quantities of recycled plastic materials at a discounted rate. This will help us reduce costs while expanding our offerings. And with our expansion plans, we will be a great long-term client for you.

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Thank you for your interest!

Please visit the Shop to get the complete PDF.

Discussion Questions

You are one of the representatives of Future Of Furniture. Imagine that you are preparing for the negotiations that you read in the Reading Activity. Define your company's MDO, BPA, ZOPA, and BATNA. Additionally, identify your company's demands and concessions based on what you know from the Reading Activity.

You are one of the representatives of Recyclers Of Plastic LLC. Imagine that you are preparing for the next round of negotiations with Future Of Furniture. Define your company's new MDO, BPA, ZOPA, and BATNA based on the information you gained through the last meeting (Reading Activity). Identify which demands your company is most to least flexible on, and what other concessions you can offer in order to close the deal.

Imagine you are trying to convince your university professor to give you a better grade on a paper. Treat it like a negotiation and write a compelling proposal that factors in your demands (better grade) and your concessions (what you are prepared to offer in exchange).