

C1

NEGOTIATIONS

DIALOG · 5 MIN.

Handling an Ultimatum from a Strategic Customer · *Podcast*

"Twelve per cent by Friday — or we go to tender." How to answer an ultimatum without caving in or risking the relationship.

Listen to the episode +
comprehension test:

<https://www.englisch-lehrer.com/podcasts/handling-an-ultimatum-from-a-strategic-customer>

NAME

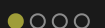
DATE

BRICK 1 · LEARN THE KEY PHRASES



Read the eight phrases with meaning and example. You will hear all of them in the episode.

ENGLISH	DEUTSCH	EXAMPLE
to get straight to the point	direkt zur Sache kommen	<i>I'll get straight to the point: we need better terms.</i>
to put something out to tender	etwas ausschreiben	<i>If we cannot agree, the project will be put out to tender.</i>
consistent	konsequent (NICHT „consequent“ – das heißt „daraus folgend“)	<i>She is consistent: the same rules apply to every supplier.</i>
delivery record	Lieferbilanz, Liefertreue	<i>Our delivery record over ten years speaks for itself.</i>
below cost	unter den Selbstkosten	<i>We will not sell below cost, even to keep the account.</i>
counter-proposal	Gegenvorschlag	<i>Instead of refusing, he made a structured counter-proposal.</i>
volume commitment	Abnahmeverpflichtung, Mengenzusage	<i>The discount is tied to a two-year volume commitment.</i>
delaying tactic	Hinhaltetaktik	<i>Asking for another analysis was clearly a delaying tactic.</i>



BRICK 2 · FILL THE GAPS



Complete the missing word from the conversation.

cost

price

value

budget

Consistent

Consequent

Consequential

Concise

01 Twelve per cent by Friday would mean selling below _____ .

02 _____ — understood, and I'd expect nothing less from you.

BRICK 3 · TRUE OR FALSE?



Tick one. T = true, F = false.

01 Robert says the quality and the delivery record are the reason they are still talking to Martin's company.

T ☐ F ☐

02 Martin accepts the full twelve per cent reduction to save the deal.

T ☐ F ☐

BRICK 4 · ORDER



Number the steps of the conversation (1–5).

01 ☐ Martin makes a two-step counter-proposal with a volume commitment

02 ☐ Martin asks two questions before responding

03 ☐ Martin explains why twelve per cent would mean selling below cost

04 ☐ Robert delivers the ultimatum: twelve per cent or a tender

05 ☐ Robert confirms it is purely about the price

BRICK 5 · YOUR VERSION



Write two sentences of your own using phrases from Brick 1.

MINI-CHECK – CAN I DO THIS YET?

- ☐ I can announce a delay politely.
- ☐ I can propose an alternative.
- ☐ I can promise written confirmation.

Listened twice and ticked everything? Then you are ready for the real conversation.

Cut-out flashcards

✂ Cut out, fold on the line – English in front, German on the back. Or practise digitally:

<https://www.englisch-lehrer.com/podcasts/handling-an-ul-timatum-from-a-strategic-customer>

to get straight to the point

I'll get straight to the point: we need better terms.

direkt zur Sache kommen

to put something out to tender

If we cannot agree, the project will be put out to tender.

etwas ausschreiben

consistent

She is consistent: the same rules apply to every supplier.

**konsequent (NICHT "consequent" – das heißt
"daraus folgend")**

delivery record

Our delivery record over ten years speaks for itself.

Lieferbilanz, Liefertreue

below cost

We will not sell below cost, even to keep the account.

unter den Selbstkosten

counter-proposal

Instead of refusing, he made a structured counter-proposal.

Gegenvorschlag

volume commitment

The discount is tied to a two-year volume commitment.

Abnahmeverpflichtung, Mengenzusage

delaying tactic

Asking for another analysis was clearly a delaying tactic.

Hinhaltetaktik

Answer key

Check only when you have finished. Every answer comes with the **why**.

BRICK 2 · FILL THE GAPS

01 **cost**

"To sell below cost" means selling for less than production costs — the strongest factual argument against an excessive ultimatum.

02 **Consistent**

The false friend: German "konsequent" = "consistent" (firm, unwavering). English "consequent" means "resulting from" — "I will be consequent" is not correct English.

BRICK 3 · TRUE OR FALSE?

01 **True**

True — quality and delivery record are why they are talking instead of just sending out the tender documents.

02 **False**

False — twelve per cent would mean selling below cost; instead he counters with nine per cent in two steps.

BRICK 4 · ORDER

01 **1.** Robert delivers the ultimatum: twelve per cent or a tender

02 **2.** Martin asks two questions before responding

03 **3.** Robert confirms it is purely about the price

04 **4.** Martin explains why twelve per cent would mean selling below cost

05 **5.** Martin makes a two-step counter-proposal with a volume commitment

KEEP PRACTISING LIVE

Want to practise these phrases in a real conversation?

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· Online.

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