

C1

NEGOTIATIONS

DIALOG · 5 MIN.

Responding to a Competitor's Much Lower Offer · Podcast

The competitor is 22 per cent cheaper — and the client is ready to switch. How to respond with confidence without matching the price (level C1).

Listen to the episode +
comprehension test:

<https://www.englisch-lehrer.com/podcasts/responding-to-a-competitors-much-lower-offer>

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 do someone a disservice	jemandem einen schlechten Dienst erweisen	<i>I'd be doing you a disservice if I promised a delivery date we can't keep.</i>
scope	Leistungsumfang	<i>Before comparing prices, compare the scope of both offers.</i>
comparing like with like	Gleiches mit Gleichem vergleichen	<i>Their quote excludes support, so we're not comparing like with like.</i>
the bottom line	das Endergebnis, die entscheidende Zahl	<i>The board only looks at the bottom line, not the service details.</i>
to restructure	umstrukturieren, neu zuschneiden	<i>Rather than discounting, we restructured the contract around a longer term.</i>
to cap	deckeln, nach oben begrenzen	<i>The clause caps annual price increases at the rate of inflation.</i>
to hold up	standhalten, einer Prüfung genügen	<i>If your numbers hold up, the board will accept the offer.</i>
currently	aktuell, derzeit (nicht „actually“!)	<i>Currently we pay for the premium support tier.</i>

BRICK 2 · FILL THE GAPS

Complete the missing word from the conversation.

Currently

Actually

Eventually

Lately

like

same

equal

each

01 _____ we pay for the premium tier.

02 Then we're not comparing like with _____ .

BRICK 3 · TRUE OR FALSE?

Tick one. T = true, F = false.

01 The competitor's offer includes the same premium support tier that Katharina currently pays for. T ☐ F ☐

02 James refuses to match the competitor's price. T ☐ F ☐

BRICK 4 · ORDER

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

- 01 ☐ Katharina requests the one-page comparison by Wednesday
- 02 ☐ James asks whether the rival offer covers the same scope
- 03 ☐ James restructures: two years, eight percent off, a price-increase cap
- 04 ☐ Katharina presents the competitor's offer: twenty-two percent lower
- 05 ☐ The aktuell/actually mix-up is cleared up

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/responding-to-a-competitors-much-lower-offer>

to do someone a disservice

I'd be doing you a disservice if I promised a delivery date we can't keep.

jemandem einen schlechten Dienst erweisen

scope

Before comparing prices, compare the scope of both offers.

Leistungsumfang

comparing like with like

Their quote excludes support, so we're not comparing like with like.

Gleiches mit Gleichem vergleichen

the bottom line

The board only looks at the bottom line, not the service details.

das Endergebnis, die entscheidende Zahl

to restructure

Rather than discounting, we restructured the contract around a longer term.

umstrukturieren, neu zuschneiden

to cap

The clause caps annual price increases at the rate of inflation.

decken, nach oben begrenzen

to hold up

If your numbers hold up, the board will accept the offer.

standhalten, einer Prüfung genügen

currently

Currently we pay for the premium support tier.

aktuell, derzeit (nicht "actually")

Answer key

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

BRICK 2 · FILL THE GAPS

01 **Currently**

False friend: German "aktuell" is "currently". "Actually" means "in fact" — which is why James thought the contract had changed.

02 **like**

"To compare like with like" is the fixed phrase for a fair, same-basis comparison.

BRICK 3 · TRUE OR FALSE?

01 **False**

False — the rival quote covers "the licence, plus standard support", while Katharina is currently on premium.

02 **True**

True — "I won't match their price"; he would have to quietly remove things the client actually uses.

BRICK 4 · ORDER

- 01 **1.** Katharina presents the competitor's offer: twenty-two percent lower
- 02 **2.** James asks whether the rival offer covers the same scope
- 03 **3.** The aktuell/actually mix-up is cleared up
- 04 **4.** James restructures: two years, eight percent off, a price-increase cap
- 05 **5.** Katharina requests the one-page comparison by Wednesday

KEEP PRACTISING LIVE

Want to practise these phrases in a real conversation?

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