

B1

NEGOTIATIONS

MONOLOG · 3 MIN.

Responding When a Customer Says the Quote Is Too High · Podcast

"Your quote is too high" — the sentence every salesperson dreads. How to respond calmly and confidently in English.

Listen to the episode +
comprehension test:

<https://www.englisch-lehrer.com/podcasts/responding-when-a-customer-says-the-quote-is-too-high>

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
quote	Angebot, Kostenvoranschlag	<i>Could you send us a quote for two hundred units?</i>
to compare	vergleichen	<i>We compared three offers before making a decision.</i>
to walk someone through something	jemandem etwas Schritt für Schritt erklären	<i>Let me walk you through the numbers on page two.</i>
included	enthalten, inbegriffen	<i>Installation and training are included in the quote.</i>
to adjust the scope	den (Leistungs-)Umfang anpassen	<i>We adjusted the scope to fit the available budget.</i>
warranty	Garantie, Gewährleistung	<i>The machine comes with a two-year warranty.</i>
budget	Budget, verfügbare Mittel	<i>Our budget for this project is fifty thousand euros.</i>
current	aktuell (nicht: actually!)	<i>Please check our current prices on the website.</i>



BRICK 2 · FILL THE GAPS



Complete the missing word from the conversation.

actual

current

topical

newest

comparing

competing

confronting

matching

01 Our _____ price reflects certified materials and a two-year warranty.

02 May I ask what you're _____ our quote with?

BRICK 3 · TRUE OR FALSE?



Tick one. T = true, F = false.

01 Ben recommends offering a discount immediately when a customer says the quote is too high. T ☐ F ☐

02 Ben suggests adjusting the scope if the customer's budget is fixed. T ☐ F ☐

BRICK 4 · ORDER



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

- 01 ☐ Defend the price calmly with facts
- 02 ☐ Thank the customer and ask what they are comparing it with
- 03 ☐ Adjust the scope if the budget is fixed
- 04 ☐ The customer says the quote is too high
- 05 ☐ Walk the customer through what's included

BRICK 5 · YOUR VERSION



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

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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-when-a-customer-says-the-quote-is-too-high>

quote

Could you send us a quote for two hundred units?

Angebot, Kostenvoranschlag

to compare

We compared three offers before making a decision.

vergleichen

to walk someone through something

Let me walk you through the numbers on page two.

jemandem etwas Schritt für Schritt erklären

included

Installation and training are included in the quote.

enthalten, inbegriffen

to adjust the scope

We adjusted the scope to fit the available budget.

den (Leistungs-)Umfang anpassen

warranty

The machine comes with a two-year warranty.

Garantie, Gewährleistung

budget

Our budget for this project is fifty thousand euros.

Budget, verfügbare Mittel

current

Please check our current prices on the website.

aktuell (nicht: actually!)

Answer key

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

BRICK 2 · FILL THE GAPS

01 **current**

"Aktuell" is "current". "Actual" means "tatsächlich" — "our actual price" would mean the true price as opposed to a false one. A classic false friend.

02 **comparing**

"To compare something with something" is the right verb; "to compete" means to be a rival.

BRICK 3 · TRUE OR FALSE?

01 **False**

False — rule number one is not to offer a discount immediately.

02 **True**

True — adjust the scope, not the price: a smaller first phase now, the rest next year.

BRICK 4 · ORDER

- 01 **1.** The customer says the quote is too high
- 02 **2.** Thank the customer and ask what they are comparing it with
- 03 **3.** Walk the customer through what's included
- 04 **4.** Adjust the scope if the budget is fixed
- 05 **5.** Defend the price calmly with facts

KEEP PRACTISING LIVE

Want to practise these phrases in a real conversation?

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· Online.

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