

# Pitching and negotiating

## Pre-task:

Watch the [video](#) "Elevator pitch winner".



Image 1

## Task 1:

Do a role play about a possible negotiation that would take place after the pitch you have seen on the video. One of you will play the person pitching the idea for advertising and the other one, a potential investor.

### Responding to a proposal (pitching):

Maybe it would be better to ... / Perhaps a better idea would be ...

From where I stand, a better solution might be ...

Regarding your proposal, my position is ...

Let's discuss some other alternatives.

### Reacting to a negotiation proposal:

We could come to a consensus.

I have some reservations about that...

I think I can offer all of these concessions.

I can make a counter-offer / counter-proposal.

We have arrived to a deadlock.

The most important issue for me is ...

My intention is ... / My main priority is ...

### Giving clarification in negotiations:

If I understood you correctly, ...

What exactly do you mean by ...?

I'm not sure I fully understand your point.

Could you clarify one point for me? / Could you be more specific?

Can we summarize your position up to this point?

### Negotiation phrases for compromising:

If you were prepared to ..., I might be able to...

I am ready to accept your offer; however, there would be one condition.

Would you be willing to accept a compromise?  
In return for this, would you be willing to ...?

Accepting a negotiation proposal:  
I think we have reached an agreement here.  
I think we have a deal / an agreement.

Negotiation phrases for concluding:  
Let's just summarise our agreement. / Let's just confirm the details, then.  
I think you've covered everything. / Have I left anything out?

## Task 2:

Think of a new product or service and take some time to prepare a one-minute pitch to present the details of your idea to your potential investor (your partner). After your pitch, negotiate with the investor.

Switch roles.

## Follow-up activity:

Give your partner feedback on his/her pitching and negotiation techniques/performance. Are negotiation techniques different between your cultures?

## Sources

Image 1 [https://commons.wikimedia.org/wiki/File:Business\\_presentation\\_byVectorOpenStock.jpg](https://commons.wikimedia.org/wiki/File:Business_presentation_byVectorOpenStock.jpg)

Video 1 <https://www.youtube.com/watch?v=i6O98o2FRHw>