

Higher Level Business Clients - Case Study 2

Client Case Study	Akira Watanabe
	Specialized Business Negotiating 7, Unit 4 (Agreeing and Disagreeing)
Every Lesson Instructions	
Current Usage	<p>Office English Works for an American company and uses English with his American co-workers. Sometimes goes to USA for conferences.</p>
Future Goals	<p>Promotion Wants to handle simple negotiations in English and share sales information. Hopes to get a promotion, will need to manage in English.</p>
Warm Up	Gaba Method
Mistake Correction	<p>Moderate Write down his mistakes and give him a chance to self-correct.</p>
Lesson Focus	<p>Business Please use American English. Focus on making him comfortable in international business.</p>
Atmosphere	<p>Positive He's really motivated and interested. Keep the lesson upbeat but serious.</p>
Client Profile	
Occupation	Sales Account Executive (Online retailer)
Hobbies	Driving (Likes American cars), Cooking - especially Italian
Travel Experience	USA (many times), Korea, China, UK
Social Style	Amiable

C Your coworkers have some bad ideas. Explain politely that you think they're wrong.



- Asim
- Finance expert
 - Doesn't understand technology



- Derek
- Has managed the Asian division for 20 years
 - Thinks the company has to cut back on costs



- Clara
- IT expert
 - Is inexperienced as a manager



- Greg
- Very short-staffed
 - Tends to assume the best about people

Example

Asim: Instead of rebuilding the server, I think we should just buy new computers – it looks cheaper.

You: **I know you're the finance expert, but maybe we should leave this decision to IT.**

① *Derek:* I think we need to scale down operations in Europe.

Your client: *Derek, I know you're the expert when it comes to Asia, but market conditions in Europe are very different.*

② *Clara:* I think we should make overtime compulsory for everyone in our department.

Your client: *I understand that you had some trouble with deadlines recently, but I don't think that's a good solution.*