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EFFECTIVE COVID COMMUNICATION - EXERCISES

1. Connect a-g with 1-7.

- a) *She drives a hard bargain.*
- b) *You need to be on your guard.*
- c) *We're getting bogged down.*
- d) *They'll try to knock us down.*
- e) *What's our fall-back position?*
- f) *Shall we play it by ear?*
- g) *We've got room to manoeuvre.*

- 1) Stuck in detail
- 2) See what happens
- 3) Is a tough negotiator
- 4) A bargaining zone
- 5) Contingency plan
- 6) Ready to defend your position
- 7) Reduce our student study price

2. Use the appropriate form of one of the expressions in italics in a-g above to complete the sentences below.

- a) Qunyh - it's difficult to predict what's going to happen. I think we should just _____.
- b) We've really got _____ in detail and lost sight of our overall objectives.
- c) We could end up losing money on the project if we are not careful. The chief negotiator on the other team is very experienced and always _____.

d) Our margins are very tight. There's very little _____.

3. Here are a series of negotiating idioms using the word ground. Match the idioms in italics (a-i) below.

- a) *You're on dangerous ground.*
- b) *We need to find some common ground.*
- c) *We've covered a lot of ground.*
- d) *You must keep both feet on the ground.*
- e) *You're on shaky ground.*
- f) *We're just going over the same ground.*
- g) *Their offer cut the ground from under us.*
- h) *Don't give in. Hold your ground.*
- i) *We've lost ground to our competitors.*

- 1) Dealt with a lot of points.
- 2) Repeating ourselves
- 3) Undermined our position
- 4) Don't make any concessions
- 5) Your arguments are not very convincing
- 6) Points we can agree on
- 7) We're in a weaker position
- 8) Be cautious and sensible

4. Which of the idiomatic expressions from a-i above would you use in the following situations?

- a) Our student numbers have gone down sharply this year, whilst our competitors have increased their market share.
- b) You have had a day of wide-ranging discussion, and have talked through many of the issues on your agenda.
- c) A rival university has made a competitive bid which makes your offer look really expensive.
- d) You must stand firm. You cannot afford to make any more concessions

- e) You are looking for areas of agreement.
- f) The negotiation has got stuck and is not moving forward. At the moment, all you are doing is repeating yourself.
- g) They are very persuasive and friendly negotiators and there is a risk that you could be seduced into accepting a silly offer. You must proceed very carefully.