



## UNIT 5

# NEGOTIATIONS, SUGGESTIONS & IMPERATIVES

### In this unit, you will:

- Learn and practise how to use diplomatic language in business emails.
- Learn how to negotiate effectively and professionally in written communication.
- Learn about and practise using imperatives in business emails.
- Learn how to make offers and suggestions politely and appropriately.
- Read and listen to examples of professional emails involving negotiations.
- Summarise key points from this unit and write a professional email applying negotiation techniques.



## LESSON 21

# Diplomatic Language

**Subject: Follow-Up on Project Progress and Next Steps (British Accent):**

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Dear Jack,

I hope this email finds you well. I wanted to take a moment to follow up on our recent discussions regarding the progress of the project. As we move forward with this initiative, it's essential to ensure that we're aligned on our objectives and strategies.

Firstly, I would like to express my appreciation for the effort and dedication you and your team have shown thus far. Your contributions have been invaluable to the project's success, and I'm confident that with our continued collaboration, we will achieve our goals.

With that said, I'd like to address some areas where we might need to make adjustments to optimise our approach. While our current strategy has yielded positive results, I believe there may be opportunities for enhancement that warrant exploration.

I propose that we schedule a meeting at your earliest convenience to discuss these potential adjustments in more detail. It's important to approach this conversation with an open mind and a willingness to consider alternative perspectives.

Additionally, I want to emphasise the importance of maintaining open lines of communication throughout this process. Your input and feedback are integral to our decision-making, and I encourage you to share any concerns or suggestions you may have.

I understand that change can sometimes be challenging, but I am confident that by working together, we can navigate any obstacles and achieve our objectives effectively.

Thank you once again for your dedication and commitment to this project. I look forward to our continued collaboration and to discussing the next steps in more detail.

Best regards,  
Rosyln Murphy





## LESSON 21

# Diplomatic Language

### Questions:

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1. What is the purpose of the email?
2. What does the sender express appreciation for in the email?
3. What is the proposal made in the email regarding the project strategy?
4. Why does the sender suggest scheduling a meeting?
5. What emphasis does the sender place on communication throughout the process, and why is it important?

### New Items:

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#### The Importance of Diplomatic Language in Emails

Emails are a key part of communication today, both personally and professionally. While convenient, the language used in emails is important, especially in sensitive situations. Diplomatic language—using tact, sensitivity, and professionalism—helps maintain positive relationships and achieve goals.

#### Why Diplomatic Language Matters:

**Softening statements:** When delivering bad news or criticism, it's important to soften the impact. **For example**, instead of saying "*Your work is unacceptable*," say "*There are areas that need improvement*." This makes feedback easier to accept.

**Offering alternatives:** If you can't fulfil a request, offer alternatives. **For instance**, "*We can't meet your request, but we can offer a solution*." This shows you're trying to work together.

**Expressing gratitude:** Starting an email with phrases like "*Thank you for your prompt response*" helps build goodwill and encourages cooperation.

**Active listening and empathy:** Showing empathy, such as "*I understand your concerns*," helps prevent conflicts and makes it easier to find common ground.



## LESSON 21

# Diplomatic Language

### New Items:

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**Using diplomatic language in emails is crucial for several reasons:**

**Maintaining relationships:** It promotes respect and cooperation.

**Minimising misunderstandings:** Choosing words carefully reduces the risk of confusion or offence.

**Protecting your reputation:** Diplomatic language ensures your messages reflect professionalism, which is important for future interactions.

In short, diplomatic language helps you achieve goals while maintaining positive relationships and professionalism. It softens difficult statements, offers alternatives, shows gratitude, and promotes empathy. Use it wisely to improve communication and outcomes in your emails.

### Questions:

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1. Why is diplomatic language important in emails?
2. How can diplomatic language be useful when delivering criticism or unfavourable news?
3. How does diplomatic language promote cooperation and positive relationships?
4. What are the potential risks of not using diplomatic language in emails?
5. How does diplomatic language contribute to the preservation of professional reputation?