

Negotiating a Discount in a Store

CEFR B2 Roleplay



1. Warm-up Discussion:

1. Have you ever tried to negotiate a discount in a store? How did it go?
2. In which situations do you think it is appropriate to ask for a discount?
3. What strategies can you use to successfully negotiate a lower price?
4. How does the culture in your country influence the way people negotiate prices?
5. Why might a store be willing to offer a discount to a customer?
6. What are the potential benefits and risks of negotiating for both the customer and the store?

2. Example Conversation: Negotiating a Discount in a Store

Customer (Student A): Good afternoon. I'm really interested in this jacket, but I noticed a small mark on the sleeve. Is there any chance you could offer a discount because of that?

Store Manager (Student B): Good afternoon. I see what you mean. The mark is quite minor, though. We usually don't offer discounts for such small imperfections.

Customer: I understand, but I really like the jacket, and I'm willing to buy it right now if we can agree on a lower price.

Manager: I appreciate your interest. Let me see what I can do. Normally, we could offer a 10% discount for an issue like this.

Customer: 10% is a good start, but considering the mark, could we maybe do 15%?

Manager: 15% is a bit more than I'm authorized to offer. How about we meet in the middle at 12%?

Customer: 12% sounds fair. I'll take it at that price.

Manager: Great! I'll apply the discount at the register for you.

Customer: Thank you. I really appreciate your flexibility.

Manager: You're welcome! I'm glad we could come to an agreement. Is there anything else I can help you with today?

Customer: No, that's all for now. Thanks again!

Manager: My pleasure. I hope you enjoy the jacket!

3. Background:

The roleplay involves a customer who has found an item they want to purchase in a store but notices a small defect or other reason for which they believe a discount is justified. The customer decides to negotiate with the store manager to get a better price. The store manager needs to balance the store's policies with customer satisfaction and try to reach a fair agreement.

4. Instructions:

- **Instructions for Student A (the customer):**

You are a customer who has found an item (e.g., a jacket) that you want to buy, but you noticed a small issue (e.g., a mark on the sleeve). You decide to ask for a discount. Be polite but assertive in your request, and try to negotiate a better price with the store manager.

- **Instructions for Student B (the store manager):**

You are the manager of a store. A customer approaches you, asking for a discount on an item due to a small issue. Your task is to listen to the customer's request, explain the store's discount policies, and try to reach a compromise that both satisfies the customer and aligns with the store's interests.

5. Vocabulary List:

Discount, negotiate, authorized, compromise, defect, flexibility, agreement, interest, policy, register.