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TRATO HECHO

BUSINESS AND NEGOTIATION SPANISH

Student guide

Private 1-on-1 online course · 4 weeks · 20 hours · Level A2 or higher

You choose your times, Monday to Friday, between 08:00 and 22:00 Argentina time ·
US\$419

Book: go.vamospanish.com/online/?course=voc-business

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HOW THE COURSE WORKS

Format. Trato Hecho is a private 1-on-1 online course: 20 hours over 4 weeks, at 5 hours a week. You choose your class times between 08:00 and 22:00 Argentina time.

Before you start. Take the free level test. The course is for students at A2 level or higher. In your first class, your teacher asks about your job, your products and the people you deal with, so the examples fit your work.

What happens in each class. Each class is one hour: a short warm-up, new language, guided practice, a speaking task, feedback and a short homework task.

The four weeks.

- **Week 1, First impressions:** introductions, small talk, e-mail openers, scheduling, phone and video calls.
- **Week 2, Present and persuade:** company and product pitch, numbers, trends, charts.
- **Week 3, Negotiate:** offers, concessions, price and terms, objections, "I would accept if...".
- **Week 4, Close and keep the relationship:** contract words, follow-up e-mail, business etiquette, and a 15-minute recorded mock negotiation.

Your goal. By the end, you can lead a short meeting in Spanish and write a clear follow-up e-mail.

What is in this workbook.

1. Negotiation phrase ladder (soft to firm)
2. Four e-mail templates in Spanish with English glosses
3. Three case studies: supplier, client, distributor
4. Etiquette sheet: Argentina, Mexico, Spain, Colombia, Chile
5. Meeting phrase bank

Price and certificate. The course costs US\$419, with an optional 30% deposit to reserve your place. When you finish, you receive a Vamos Academy certificate of completion. It is not a licence or an official certification.

A note on register. This workbook uses *usted* because it is the safest choice in first business contacts. Your counterpart may switch to *tú* (or *vos* in Argentina). When they do, you can usually follow.

NEGOTIATION PHRASE LADDER (SOFT TO FIRM)

Level 1 is the softest and level 5 is the firmest. Start low and move up only when you need to. Every level is polite.

A. Saying no

Level	Spanish	English
1	Es una propuesta interesante. Déjeme pensarlo.	It's an interesting proposal. Let me think about it.
2	No estoy seguro de que podamos llegar a ese precio.	I'm not sure we can reach that price.
3	Me temo que esa cifra es un poco alta para nosotros.	I'm afraid that figure is a bit high for us.

Level	Spanish	English
4	Lamentablemente, no podemos aceptar esas condiciones.	Unfortunately, we can't accept those terms.
5	Con ese precio, no podemos seguir adelante.	At that price, we can't go ahead.

B. Asking for movement

Level	Spanish	English
1	¿Habría algún margen en el precio?	Would there be any room on the price?
2	¿Podrían revisar el precio unitario?	Could you review the unit price?
3	Necesitaríamos un descuento para avanzar.	We would need a discount to move forward.
4	Para cerrar hoy, necesitamos un 5 % menos.	To close today, we need 5% less.
5	Sin una rebaja del 5 %, no hay acuerdo.	Without a 5% reduction, there is no deal.

C. Conceding (always ask for something back)

Level	Spanish	English
1	Podríamos considerar un pequeño ajuste.	We could consider a small adjustment.
2	Estamos dispuestos a estudiar un plazo más largo.	We are willing to look at a longer term.
3	Si ustedes aumentan el pedido, podemos bajar el precio un 2 %.	If you increase the order, we can lower the price by 2%.
4	Aceptaríamos si ustedes pudieran pagar un 30 % de anticipo.	We would accept if you could pay a 30% advance.
5	Este es el máximo que podemos ceder.	This is the most we can give.

D. Holding firm

Level	Spanish	English
1	Entiendo su posición, pero para nosotros es difícil.	I understand your position, but it's difficult for us.
2	Nuestro precio refleja la calidad del producto.	Our price reflects the quality of the product.
3	Ya hicimos un esfuerzo importante en el precio.	We have already made a big effort on price.
4	No podemos bajar más, pero sí podemos mejorar el plazo.	We can't go lower, but we can improve the delivery time.
5	Esta es nuestra última oferta.	This is our final offer.

E. Closing

Level	Spanish	English
1	Creo que estamos cerca de un acuerdo.	I think we are close to an agreement.

Level	Spanish	English
2	¿Les parece si repasamos lo que acordamos?	Shall we go over what we agreed?
3	Entonces, quedamos en esto.	So, this is what we agreed.
4	Si están de acuerdo, preparo el contrato hoy.	If you agree, I'll prepare the contract today.
5	¡Trato hecho!	It's a deal!

Grammar tip: "I would accept if..."

- Full form: *Aceptaríamos si ustedes pudieran + infinitive* (We would accept if you could...). Learn *pudieran* as a fixed piece.
- Simpler form: *Podemos aceptar si ustedes + present* (We can accept if you...).
- Both are correct and polite.

FOUR E-MAIL TEMPLATES

Replace the words in [brackets]. In Spanish, a formal greeting ends with a colon: *Estimada Sra. López:*

Template 1. First contact

Asunto: Presentación de [Empresa] / Posible colaboración

Estimada Sra. [Apellido]:

Me llamo [Nombre] y soy [cargo] en [Empresa], una empresa dedicada a [actividad] con sede en [ciudad].

Le escribo porque sé que [su empresa] [trabaja con proveedores de...] y creo que nuestra propuesta podría interesarle.

En pocas palabras, ofrecemos [producto o servicio], que permite a nuestros clientes [beneficio principal].

¿Tendría 20 minutos la próxima semana para una videollamada? Con gusto me adapto a su horario.

Le agradezco de antemano su atención.

Saludos cordiales, [Nombre] · [Cargo] · [Empresa] · [Teléfono]

English gloss: Subject: Introducing [Company] / Possible collaboration. Dear Ms [Surname], My name is [Name] and I am [title] at [Company], a company that works in [activity], based in [city]. I am writing because I know that [your company] [works with suppliers of...] and I think our proposal could interest you. In short, we offer [product or service], which lets our clients [main benefit]. Would you have 20 minutes next week for a video call? I am happy to fit your schedule. Thank you in advance for your attention. Kind regards.

Template 2. Scheduling a meeting

Asunto: Reunión para hablar de [tema]

Estimado Sr. [Apellido]:

Muchas gracias por su respuesta. Me alegra saber que le interesa conocer más sobre [producto o servicio].

Le propongo dos opciones para una videollamada de 30 minutos: - martes [14] de [mes], a las 11:00 (hora de Buenos Aires) / 8:00 (hora de Ciudad de México) - jueves [16] de [mes], a las 16:00 (hora de Buenos Aires)

Aires) / 13:00 (hora de Ciudad de México)

Si ninguna le viene bien, dígame qué día y horario le resultan más cómodos y me adapto.

Le enviaré el enlace en cuanto me confirme.

Saludos cordiales, [Nombre]

English gloss: Subject: Meeting to discuss [topic]. Dear Mr [Surname], Thank you very much for your reply. I am glad to hear you would like to know more about [product or service]. I suggest two options for a 30-minute video call: Tuesday [14] [month] at 11:00 Buenos Aires time / 8:00 Mexico City time, or Thursday [16] [month] at 16:00 Buenos Aires time / 13:00 Mexico City time. If neither suits you, tell me which day and time work better and I will adapt. I will send the link as soon as you confirm. Kind regards.

Template 3. Sending an offer

Asunto: Propuesta comercial: [producto], [cantidad] unidades

Estimada Sra. [Apellido]:

Tal como conversamos en nuestra reunión del [fecha], le envío nuestra propuesta: - Producto: [descripción] - Cantidad: [5.000] unidades - Precio unitario: [6,40] USD, FOB [puerto] - Plazo de entrega: [50] días desde la confirmación del pedido - Condiciones de pago: 30 % de anticipo y 70 % contra embarque - Validez de la oferta: 30 días

Si ustedes aumentan el pedido a [8.000] unidades, podemos ofrecerles un precio de [6,10] USD por unidad.

Le adjunto la ficha técnica del producto.

Quedo a la espera de sus comentarios.

Atentamente, [Nombre]

English gloss: Subject: Commercial proposal: [product], [quantity] units. Dear Ms [Surname], As we discussed in our meeting on [date], here is our proposal. Product: [description]. Quantity: [5,000] units. Unit price: [6.40] USD, FOB [port]. Delivery time: [50] days from order confirmation. Payment terms: 30% advance and 70% on shipment. Offer valid for 30 days. If you increase the order to [8,000] units, we can offer you a price of [6.10] USD per unit. I attach the product data sheet. I look forward to your comments. Yours sincerely.

Template 4. Follow-up after a meeting

Asunto: Resumen de nuestra reunión del [fecha] y próximos pasos

Estimado [Nombre]:

Muchas gracias por su tiempo ayer. Fue un placer conversar con usted y con [nombre].

Tal como acordamos, le resumo los puntos principales: 1. Precio: [5,20] USD por botella, EXW [Mendoza]. 2. Volumen mínimo: [24.000] botellas el primer año. 3. Pago: a [60] días desde la fecha de factura. 4. Exclusividad: [Chile], por [2] años.

Próximos pasos: - [Nuestra empresa] enviará el borrador del contrato antes del [viernes 23]. - [Su empresa] confirmará el primer pedido antes del [fecha].

Si algún punto no refleja lo que conversamos, le agradecería que me lo indicara.

Quedo a su disposición para cualquier consulta.

Saludos cordiales, [Nombre]

English gloss: Subject: Summary of our meeting on [date] and next steps. Dear [Name], Thank you very much for your time yesterday. It was a pleasure talking with you and [name]. As we agreed, here are the main points: 1. Price: [5.20] USD per bottle, EXW [Mendoza]. 2. Minimum volume: [24,000] bottles in the first year. 3. Payment: [60] days from invoice date. 4. Exclusivity: [Chile], for [2] years. Next steps: [Our company] will send the draft contract before [Friday 23]. [Your company] will confirm the first order before [date]. If any point does not reflect what we discussed, I would be grateful if you could let me know. I remain at your disposal for any questions. Kind regards.

THREE CASE STUDIES

The companies are fictional. You play the role marked "You". Your teacher plays the other side with their own confidential information.

Case Study 1. The supplier

Situation. You are the purchasing manager at Casa Norte, a home-goods retailer in the United States. You want to order hand-painted ceramic mugs from Cerámica del Valle, a workshop in Puebla, Mexico, for the holiday season.

What both sides know

- Order: 5,000 mugs
- Supplier's list price: US\$6.80 per mug, FOB Veracruz (US\$34,000 in total)
- Supplier's standard delivery time: 60 days
- Supplier's standard payment terms: 50% advance, 50% on shipment

Your confidential information (You: buyer)

- Target price: US\$5.90. Maximum: US\$6.40 (US\$32,000 for 5,000 mugs).
- You need the mugs shipped within 45 days. Every week after that, sales risk goes up.
- You would prefer a 30% advance and 70% on shipment.
- You could raise the order to 8,000 mugs if the price drops below US\$6.10.

Useful language: *precio unitario, plazo de entrega, anticipo, contra embarque, pedido mínimo, Si ustedes..., nosotros...*

Case Study 2. The client

Situation. You sell TareaPro, a project-management software subscription. Your client, Logística Andina, is a logistics company in Bogotá, Colombia, with 120 office staff.

What both sides know

- List price: US\$35 per user per month
- 120 users = US\$4,200 a month = US\$50,400 a year
- One-time implementation and training fee: US\$4,000

- The client is also talking to one competitor.

Your confidential information (You: seller)

- Lowest price: US\$31 per user per month on a 1-year contract, or US\$29 on a 2-year contract.
- You can reduce the implementation fee by up to 50% (to US\$2,000).
- You can offer a free 1-month pilot for up to 20 users if the client signs a letter of intent.
- Your manager wants a contract of at least 12 months.

Useful language: *licencia, usuario, contrato anual, tarifa de implementación, prueba piloto, Aceptaríamos si..., Podemos aceptar si...*

Case Study 3. The distributor

Situation. You are the export manager at Olivares del Sol, an olive oil producer in Mendoza, Argentina. You are negotiating with Distribuidora Pacífico in Santiago, Chile, which wants to sell your extra virgin olive oil (500 ml bottle) to supermarkets and delis.

What both sides know

- Your price list: US\$5.50 per bottle, EXW Mendoza
- The distributor has asked for exclusivity for all of Chile.
- The distributor has asked for a contribution to marketing costs.

Your confidential information (You: producer)

- Lowest price: US\$5.10 per bottle, but only for at least 24,000 bottles in year 1 (2,000 a month). At that volume, year 1 is worth US\$122,400.
- Exclusivity: a maximum of 2 years, and only with a minimum annual volume in the contract.
- Payment: you can accept up to 60 days. You can't accept 90.
- Marketing: you can contribute up to US\$6,000, in cash or in free product.

Useful language: *exclusividad, territorio, volumen mínimo anual, vigencia, renovación, aporte de marketing, quedamos en que...*

Planning sheet (use for every case)

1. My objective: _____
2. My limit (walk-away point): _____
3. What matters most to me (rank 1 to 4): price / volume / delivery / payment
4. What I can give: _____
5. What I will ask for in return: _____
6. Three phrases from the ladder I will use: _____

ETIQUETTE SHEET BY COUNTRY

These are common practices in business settings. People and companies vary a lot, so the best rule is to follow your counterpart's lead. When in doubt, ask: *¿Cómo se acostumbra aquí?*

Argentina

- **Greeting:** A handshake at the first meeting. Once people know each other, a single kiss on the right cheek is common, including between men.
- **Address:** *Usted* in first formal contacts. Many workplaces move quickly to *vos* (*vos tenés, vos podés*). You can follow when your counterpart does.
- **Time:** Arrive on time. Meetings sometimes start a few minutes late.
- **Meals:** Lunch is often from 13:00. Dinner usually starts at 21:00 or later.
- **Good to know:** Some offices share *mate*. You can accept or politely decline. When you hand the mate back and say "gracias", it means you don't want more. Ask whether a price is in pesos or US dollars, since both are used. January and February are the main summer holiday months.
- **Useful phrase:** *¿Lo/la puedo tutear?* (May I use tú with you?)

Mexico

- **Greeting:** A handshake. Use *usted* and titles at first: *Licenciado/Licenciada* (Lic.) for university graduates, *Ingeniero/Ingeniera* (Ing.) for engineers.
- **Address:** Wait for your counterpart before moving to *tú*.
- **Time:** Be on time yourself. Relationships matter, and time spent getting to know each other is part of business.
- **Meals:** The business lunch (*la comida*) often starts around 14:00 and can last a while.
- **Good to know:** People often avoid a direct "no". Phrases like *lo vamos a revisar* can mean "not now", so confirm next steps clearly. *Ahorita* can mean "right now" or "later", so ask for a specific time. Mid-December to early January is a slow period for many companies.
- **Useful phrase:** *¿Para cuándo lo podríamos tener confirmado?* (By when could we have it confirmed?)

Spain

- **Greeting:** A handshake in business. Socially, two kisses (one on each cheek) are common, mostly between women and between a man and a woman.
- **Address:** *Tú* is used quickly in many companies. *Usted* is still common with senior people and new clients.
- **Time:** Meetings tend to start close to schedule.
- **Meals:** Lunch is usually between 14:00 and 16:00, dinner from about 21:00.
- **Good to know:** People often say "no" more directly than in much of Latin America. Many businesses slow down in August. Some words differ: *ordenador* (computer), *móvil* (cell phone), *vosotros* (plural "you").
- **Useful phrase:** *¿Te parece bien si lo cerramos hoy?* (Is it OK with you if we close it today?)

Colombia

- **Greeting:** A handshake, with eye contact and a warm tone.
- **Address:** *Usted* is very widely used, even among friends and family in many regions such as Bogotá. *Doctor/Doctora* is often used as a courtesy title for professionals.
- **Time:** Be on time. Building trust before talking business is common.
- **Meals:** Lunch (*el almuerzo*) is the main meal, often between 12:00 and 14:00.

- **Good to know:** Business dress in Bogotá tends to be formal. Several public holidays move to Monday (*puentes festivos*), so check the calendar. You will often hear *con mucho gusto* and *a la orden*.
- **Useful phrase:** *Con mucho gusto le envío la información.* (I'll gladly send you the information.)

Chile

- **Greeting:** A handshake in business. Socially, a single kiss on the right cheek is common between women and between a man and a woman.
- **Address:** *Usted* in first meetings, then often *tú*.
- **Time:** Arrive on time. Business meetings in Santiago usually start close to schedule.
- **Meals:** Lunch is usually between 13:00 and 15:00.
- **Good to know:** Chilean Spanish can be fast and has its own words: *al tiro* (right away), *¿cachai?* (you know?), *luca* (1,000 pesos). January and February are summer holiday months, and many businesses slow down around the national holidays on 18 and 19 September.
- **Useful phrase:** *¿Me podría repetir eso un poco más lento?* (Could you repeat that a bit more slowly?)

MEETING PHRASE BANK

Moment	Spanish	English
Opening	Buenos días a todos, gracias por venir.	Good morning everyone, thank you for coming.
	Si les parece, empezamos.	If that's OK with you, let's start.
	El objetivo de hoy es...	Today's objective is...
Agenda	Tenemos tres puntos en el orden del día.	We have three items on the agenda.
	Primero..., después..., por último...	First..., then..., finally...
Giving the floor	¿Qué opina usted, [Nombre]?	What do you think, [Name]?
	Adelante, por favor.	Go ahead, please.
Interrupting	Perdón que lo/la interrumpa, pero...	Sorry to interrupt, but...
	Si me permite un comentario...	If I may add a comment...
Clarifying	¿Podría repetir la última cifra?	Could you repeat the last figure?
	¿Qué quiere decir exactamente con...?	What exactly do you mean by...?
	Si entiendo bien, ustedes proponen...	If I understand correctly, you propose...
Agreeing	Estoy de acuerdo. / Me parece bien.	I agree. / That sounds good.
	Tiene razón.	You're right.
Disagreeing politely	Entiendo su punto, pero...	I understand your point, but...
	No lo veo exactamente así.	I don't quite see it that way.
	Tengo algunas dudas sobre...	I have some doubts about...

Moment	Spanish	English
Moving on	Pasemos al siguiente punto.	Let's move on to the next item.
	Volvamos a la cuestión del precio.	Let's go back to the question of price.
Time	Nos quedan diez minutos.	We have ten minutes left.
	Para no extendernos...	So we don't run over...
Summarizing	Para resumir...	To sum up...
	Entonces, quedamos en que...	So, we agreed that...
Closing	Gracias a todos por su tiempo.	Thank you all for your time.
	Les envío el resumen hoy mismo.	I'll send you the summary today.
	Seguimos en contacto.	Let's keep in touch.