



Negotiation Skills

What is Negotiation?

Negotiating is the process of communicating back and forth, for the purpose of reaching a joint agreement about differing needs or ideas.

It is a collection of behaviors that involves communication, sales, marketing, psychology, sociology, assertiveness and conflict resolution.

A negotiator may be a buyer or seller, a customer or supplier, a boss or employee, a business partner, a diplomat or a civil servant. On a more personal level negotiation takes place between a spouse's friends, parents or children.

Feature of Negotiation

The following items are the features of negotiation:

- Minimum two parties
- Predetermined goals
- Expecting an outcome
- Resolution and Consensus
- Parties willing to modify their positions
- Parties should understand the purpose of negotiation

Why do we negotiate?

Negotiation is so important for so many reasons, whether it's done for individual, corporate, or government interests. It allows you to advance yourself and get ahead in your career and/or in life. Being able to negotiate also helps people resolve conflicts and create value for themselves.

The followings are some reasons about why we negotiate:

- To reach an agreement
- To beat the opposition
- To compromise
- To settle an argument
- To make a point



Types of Negotiation

The two basic types of negotiations require different approaches.

- **Integrative** negotiations are based on cooperation. Both parties believe they can walk away with something they want without giving up something important. The dominant approach in integrative negotiations is problem solving. Integrative negotiations involve:
 - **Multiple issues.** This allows each party to make concessions on less important issues in return for concessions from the other party on more important issues.
 - **Information sharing.** This is an essential part of problem solving.
 - **Bridge building.** The success of integrative negotiations depends on a spirit of trust and cooperation.
- **Distributive** negotiations involve a fixed pie. There is only so much to go around and each party wants as big a slice as possible. An example of a distributive negotiation is haggling over the price of a car with a car salesman. In this type of negotiation, the parties are less interested in forming a relationship or creating a positive impression. Distributive relationships involve:
 - **Keeping information confidential.** For example, you don't want a car salesman to know how badly you need a new car or how much you are willing to pay
 - **Trying to extract information from the other party.** In a negotiation, knowledge truly is power. The more you know about the other party's situation, the stronger your bargaining position is.
 - **Letting the other party make the first offer.** It might be just what you were planning to offer yourself!

Characteristics of An Effective Negotiator

- ★ He/she should be a good learner and observer.
- ★ Should know the body language of the people at the negotiation process.
- ★ Should be open and flexible and yet firm.
- ★ Exercise great patience, coolness and maturity.
- ★ Should possess leadership qualities.
- ★ Should control emotions and not show his weaknesses.
- ★ Should bargain from the position of strength.
- ★ Should know and anticipate the pros and cons of his each move and its repercussions.



- ★ Should know how to create the momentum for the negotiations and must know when to exit and where to exit by closing the talks successfully.
- ★ Should build trust and confidence.
- ★ Should be confident and optimistic.
- ★ Should have clear cut goals and objectives.
- ★ If necessary, he should provide a face saving formula for his counterparty.
- ★ Should be able to grasp the situation from many dimensions.
- ★ Should know human psychology and face reading.
- ★ Should not be doubting Thomas [a person who is sceptical and refuses to believe something without proof.].
- ★ Should plan and prepare thoroughly with relevant data and information to avoid blank mind in the process.
- ★ Should radiate energy and enthusiasm and must be in a position to empathize with his opponents.
- ★ Should be a patient listener.

Case Study

Two sisters, Monika (14) and Sabine (12) are in the kitchen and argue with an Orange. The mother is added. **What will you do?**

Possible Solution: It will probably be the Orange take, and middle parts. The question is whether this solution is optimal. An alternative approach for the mother would be in the interests of the two to question. Monika may need only the peel of the Orange to make a cake to bake. Sabine wants only a juice press – With an exact division of the Orange would be two only half served!

To know the process of Negotiation, please read the following article:

<https://www.skillsyouneed.com/ips/negotiation.html>

To understand The Harvard Principles of Negotiation, Please read the following article.

[Harvard negotiation model principles easily explained](#)

The Harvard Principles of Negotiation: <https://www.youtube.com/watch?v=RfTalFEeKKE>



References

- <https://docplayer.net/12816163-Negotiation-skills-training-manual-corporate-training-materials.html>
- <https://www.slideshare.net/gihanaboueleish/mastering-negotiation-skills-pdf>