

UNIT - V

Negotiation Skills

- * Definition
- * Process of Negotiation
- * Characteristics.
- * Qualities of good negotiator.
- * Approaches to Negotiation.

The Role of Communication

- * Cordial
- * Concursing
- * Personal approach

* Strategies

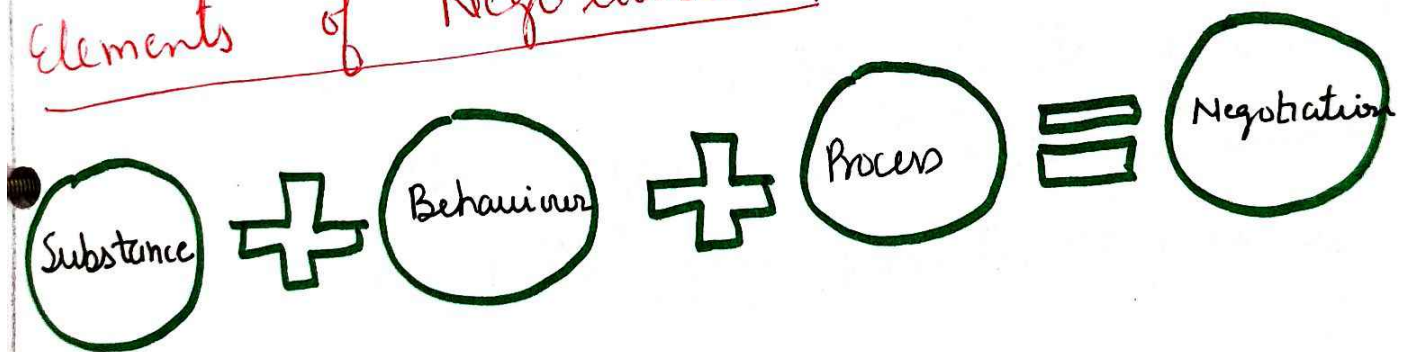
* Planning

- * Identification of Position.
- * Listing of Issues.
- * Presentation of Facts & Evidence.
- * Role of Communication Skills.

What is Negotiation?

- Negotiation is a technique of discussing issues and reaching to a conclusion benefiting all parties involved in the discussion.
- Negotiation is one of the most effective way to avoid conflicts and tensions.
- When individuals do not agree with each other, they sit together, discuss issues on an open forum, negotiate with each other and come to an alternative which satisfies all.

Elements of Negotiation



Process

- It is the way individuals negotiate with each other.
- The process includes the various techniques & strategies employed to negotiate and reach to a solution.

Behaviour

- It describes how the two parties behave with each other during the process of negotiation.
- The way they interact with each other, the way they communicate with each other to make their points clear all come under behaviour.

Substance

- There has to be an agenda on which individuals negotiate.
- In the first situation, going for the late night movie was the agenda on which you wanted to negotiate with your parents as well as your friends.

Basics of Negotiation

Problem Solving

Both parties committing to examining and discussing issue closely when entering into long-term agreements that warrant careful scrutiny.

Contending

→ Persuading your negotiating party to concede to your outcome if you're bargaining in one-off negotiations or over major 'wins'.

Yielding

● Conceding a point that is not vital to you but is important to the other party, valuable in on-going negotiations

Compromising

Both parties forgoing their ideal outcomes, settling for an outcome that is moderately satisfactory to each participant.

Inaction

● buying time to think about the proposal, gather more information or decide your next tactics.

Importance of Negotiation Skills

- Professional Development and Career Advancement
- Conflict resolution.
- Problem Solving
- Communication
- Persuasion
- Enhances Influence.

Qualities of Good Negotiators

- Flexible
- Creative
- Aware of themselves and others.
- Good planners.
- Honest
- Win-win oriented
- Good communicators.

The Negotiation Process

Pre-negotiation → Preparation → Negotiations

↓
Agreement or
non-agreement

↓
Post-Negotiation
Learning

Tips to Become Better Negotiators.

1. Be prepared

Understand the situation completely. Have a clear sense of what's at stake and run through all possible scenarios.

2. Set Your Goals

- Know exactly what you're asking for before you enter the negotiation. Build your case and establish why the other party should consider your request

3. Consider Alternatives

- If you conduct your negotiation successfully, very rarely should you walk away empty handed. Even if you didn't get what you originally asked for. Ask yourself "what's the best alternative?"

and be willing to offer that as an option.

4. Don't Sell Yourself short.

- Always set reasonable goals, but don't be afraid to strive for the best. If you believe you truly deserve something, ask for it.
- Whatever you ask for, make sure it's what you deserve.

5. Take Your Time

Don't rush through a negotiation and don't be afraid to take some time to think things over before finalizing an agreement.

6. Communication is key

- Proper communication lets you express yourself clearly so the other party understands what you are asking, is willing to hear you out, and can reasonably negotiate with you.

7 Listen Carefully 7

You want the other person to feel heard. Their point of view is as valid as yours, so listen to what they have to say.

8- Seek a Win-win solution 1

Look for the win-win situation. Don't just think about what the other party can offer you - think about what you can offer the other party.

Models of Negotiation.

- Negotiation is a discussion among individuals to reach to a conclusion acceptable to all.
- It is a process where people rather than fighting among themselves ; they ;
 1. Sit together
 2. Evaluate the ~~pros~~ pros & cons.
 3. Come out with an alternative which could be a WIN-WIN situation for all.

WIN - WIN

Model of Negotiation.

- In this model;
 - Every individual involved in negotiation wins, and nobody is at loss.
 - Every one is benefited out of the negotiation.
- This is the most accepted model of negotiation.

WIN - LOSE

- In this model;
 - One party wins and the other party loses.

Lose-Lose

Model of Negotiation

In this model,

- The outcome of negotiation is zero.
- No party is benefited out of this model.
- The two parties are not willing to accept each other's views and are ~~reluctant~~ ~~reluctant~~ reluctant to ~~compromise~~ compromise.
- No discussion help.

Essentials of Win-Win Negotiation ?

1. Proper Preparation - Have knowledge

→ Before starting with the negotiation, you have to be very clear with the agenda (topic) of the negotiation.

→ Ask yourself;

- Why this negotiation?
- What is the objective of the negotiation?
- What information may I need in this negotiation?

2. Set Specific Expectations

- The purpose of the negotiation must be clear.
- Why do you want to come out of the negotiation?

3. Set an Alternate Plan

- Don't rely on a single plan. It might not work out sometimes.
- You should always have some other options to offer to the other party else you might end up sitting blank at the time of discussion.

4. Be honest.

- Lies and manipulations never help.
- Honesty always pays in the long run.
- Don't hide anything from the other party.
- If you hide the terms & conditions, the deal might turn in your favour but you might land yourself in trouble later.
- If you are honest with the second party, you will be at peace and ~~there~~ there is no need to worry at all.

5. Be Very Confident

- You need to be confident enough for an effective negotiation.
- You might need something but never show your desperation to anyone.
- Take care of your facial expressions.
- Never be nervous in front of the second party.
- Don't start sweating.

6- Understand the second Party Well

- Try to find out more about his needs & interest of the other party you will negotiate with, and put them in consideration.
- Do not decide on something which would not be feasible for the other party.
- You should try to come to a conclusion that makes both parties happy.

7- Be a Good-Communicator

- Avoid being rude to anyone.
- Take care of your tone and pitch as well. It should not be too high and must be audible to all.
- Don't stammer in between.

Be a Good Listener.

8- Take care of your Dressing

- You must be well dressed for a negotiation.
- Prefer wearing formals to create the desired first impression on others.

9. Learn to Compromise

It is better if individuals try to adjust with each other and decide on something best suited to all.

If everyone is rigid on his views, no conclusion would ever come out.

10. Have a Positive Attitude

- Don't pretend, just be yourself and things will definitely fall into place.

11. React Sensibly

→ You should never lose your temper or over react.

→ If you are unhappy with the deal, show your displeasure.

12. Be patient

- You need to be patient enough for a good negotiation.

- It is not always that the other person will accept your suggestions in the first attempt itself.

- You need to convince him, and it needs patience.

- Never be in a hurry to close the deal.

13. Be Dignified

- Present your ideas in a dignified way.
- Remember it is just a discussion, not a battle field.
- Avoid shouting or using derogatory statements against anyone.
- If you are not satisfied with the deal, it's better to quit rather than fighting and using abusive languages.

14. Get Ready to Finish

- Once you are done with the negotiation, do sign contracts and agreements in the presence of both the parties.
- Make sure that all the necessary terms & conditions are mentioned clearly in the contract.