

THE ART OF NEGOTIATION

Semester 3 - Professional Communication Skills

(303193203)

Topics to be Covered

1. Learning Objectives
2. What is Negotiation?
3. Key Elements of Negotiation
4. Why Engineers Need Negotiation Skills
5. Types of Negotiation
6. The Negotiation Process
7. Negotiation Styles (Thomas-Kilmann Conflict Model)
8. Key Negotiation Skills
9. Strategies for Effective Negotiation
10. Common Mistakes in Negotiation
11. Role-Play Exercise
12. Activity
13. Summary
14. Learning Outcomes

Learning Objectives

- Understand what negotiation is and why it is important
- Identify key elements of an effective negotiation
- Apply different negotiation styles and strategies
- Improve interpersonal and professional negotiation skills
- Handle conflicts and reach win-win outcomes

What is Negotiation?

“Negotiation is a dialogue between two or more parties aimed at reaching a beneficial outcome.”

- It involves **communication, compromise, and collaboration**
- Occurs in **everyday life**, from **salary discussions** to **project timelines**
- Essential for **conflict resolution** and **decision-making**

Key Elements of Negotiation

- **Parties/Stakeholders:** Who is involved?
- **Interests:** What does each party want?
- **Options:** What are the possible outcomes?
- **Alternatives:** BATNA (Best Alternative to a Negotiated Agreement)
- **Criteria:** What standards or rules are being used?
- **Commitment:** What will both sides agree to?

Why Engineers Need Negotiation Skills

- **Project Deadlines** – Negotiating feasible timelines
- **Resource Allocation** – Budget, tools, and team
- **Team Collaboration** – Resolving role conflicts
- **Client Communication** – Handling expectations
- **Job Interviews** – Negotiating salary and roles

Types of Negotiation

Type	Description	Example
Distributive	Win-Lose, fixed outcome	Bargaining over price or salary
Integrative	Win-Win, collaborative	Solving a project issue jointly
Multi-Party	More than two parties involved	Vendor-client-team discussions

The Negotiation Process

1. Preparation & Planning

- Know your goals, alternatives, and priorities

2. Discussion

- Exchange of ideas and interests

3. Clarification

- Identify common ground and differences

4. Bargaining & Problem Solving

- Make offers and counteroffers

5. Closure

- Agreement, documentation, handshake

6. Implementation

- Carry out agreed-upon terms

Negotiation Styles (Thomas-Kilmann Conflict Model)

Style	Description	Use When
Competing	Assertive, uncooperative	Urgent decisions needed
Avoiding	Unassertive, uncooperative	Issue is minor or temporary
Accommodating	Cooperative, unassertive	Preserving relationships
Collaborating	Assertive and cooperative	Win-win needed
Compromising	Middle ground approach	Short deadlines, quick fix

Key Negotiation Skills

1. Active Listening
2. Effective Questioning
3. Emotional Intelligence
4. Confidence and Assertiveness
5. Problem-Solving and Creativity
6. Patience and Self-Control
7. Clear and Persuasive Communication

Strategies for Effective Negotiation

- Do your research and prepare
- Know your BATNA (Best Alternative To a Negotiated Agreement)
- Focus on interests, not positions
- Separate people from the problem
- Generate multiple options
- Be open to compromise
- Aim for long-term relationships, not short-term wins

Common Mistakes in Negotiation

- Being too aggressive or too passive
- Focusing only on your gain
- Ignoring the other party's perspective
- Entering unprepared
- Letting emotions take control
- Rushing to close the deal

Role-Play Exercise

- **Activity:** In pairs, negotiate the following scenario:
A final-year project team wants a one-week extension to submit their project. The professor is reluctant.
- **Time:** 10 minutes to prepare and 5 minutes to role-play.
- **Goal:** Use principles of negotiation to arrive at a mutually acceptable solution.

Activity Time!

Scenario:

You're an engineering intern negotiating with your manager about extending your internship duration while balancing academic commitments.

Discussion Points:

- Your interest: gain more experience
- Manager's interest: project deadline
- Options: part-time arrangement, hybrid work
- Outcome: Win-win by flexibility

Summary

- Negotiation is a vital communication skill in engineering and professional life
- It requires preparation, patience, and empathy
- Understand your position, listen actively, and work toward win-win outcomes
- Practice makes you more confident and effective

Learning

Outcomes

- Understood the fundamentals and importance of negotiation
- Identified different types and styles of negotiation
- Explored the negotiation process and key skills
- Practiced real-life negotiation through role-play
- Prepared to apply strategies in professional settings

Thank You