

NEGOTIATION SKILLS

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INTRODUCTION



Roger Fisher & William Ury
(Getting to Yes):

Negotiation is "a cooperative search for agreement or compromise."



Herb Cohen
(You Can Negotiate Anything):

Negotiation is "the art and science of securing the best possible deal for yourself in any situation."



Leigh Thompson
(The Art of Negotiation):

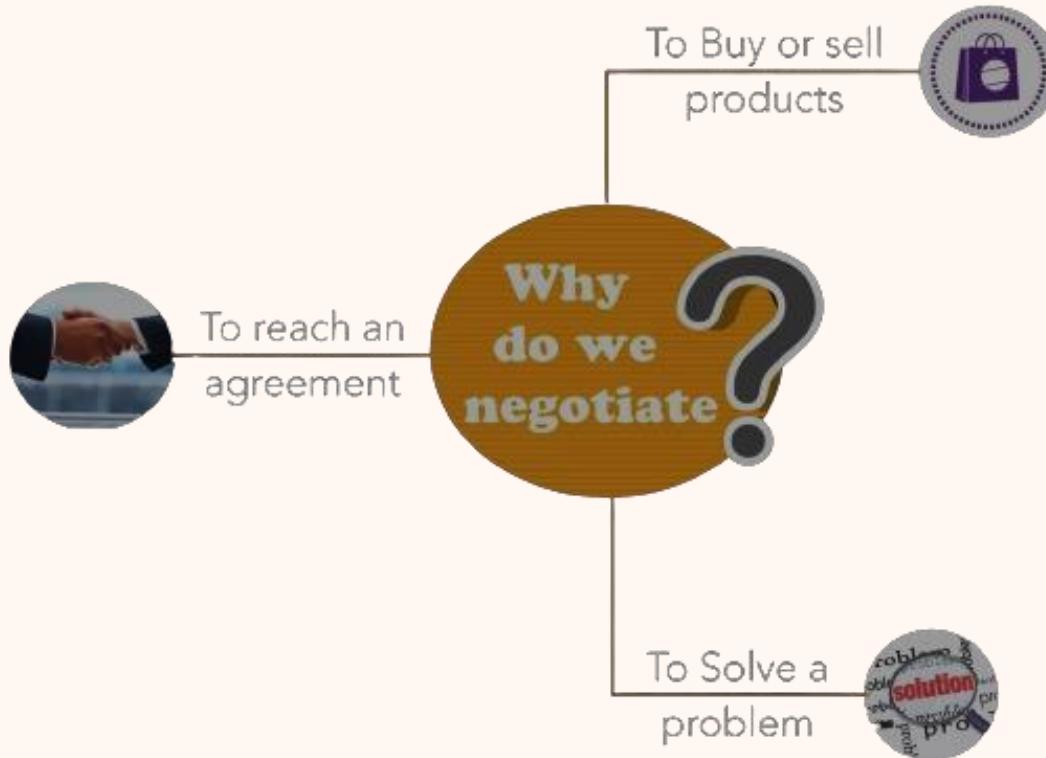
Negotiation is "a structured interactive communication process used to reach agreement when you and another party (or parties) have some common interests but also some conflicting ones."

INTRODUCTION

In any negotiation, the following three elements are important and likely to affect the ultimate outcome of the negotiation



INTRODUCTION





INTRODUCTION

In Conclusion,

Negotiation is a strategic discussion between two parties to resolve an issue in a way that both find acceptable. I

We can Say,

Our World Is a Stage Of Negotiation From Childhood to Deathbed we continuously keep engaging in Negotiation

EXAMPLE



YOU SEE A TOY



YOU THINK HOW TO
CONVINCE YOUR MOM



YOU START CRYING
UNTIL YOU GET IT

A LONG HISTORY OF NEGOTIATION



- The word negotiation is derived from two Latin terms, *negare otium*; they translate literally as “to deny leisure.” In French and Spanish, “deny leisure” becomes “business.” Yet, while the word is Latin-derived, the behavior predates that culture by roughly 200,000 years, dating back to ever since *Homo sapiens* developed as a species.
- The roots of negotiation stretch back millennia
- Evidence suggests practices as early as 3500 BCE in Mesopotamia



Early Days (3500 BCE+):

- Bartering and conflict resolution ruled, relying on social skills and persuasion.
- Mesopotamia (present-day Iraq, Kuwait, Syria, Turkey)
- **Example:** Two farmers negotiate the exchange of grain for woven baskets, each emphasizing the quality of their goods and the benefits of the trade.



OLD CIVILIZATIONS IN THE WORLD

Ancient Civilizations (3000 BCE - 476 CE):

- Negotiation became formalized with treaties, diplomacy, and legal proceedings.
- Mediterranean Region (Egypt, Greece, Rome)
- **Example:** Two merchants, influenced by Enlightenment ideals, negotiate a trade deal by focusing on the mutual benefits of fair pricing and reliable delivery schedules.



Medieval Era (476 CE - 1453 CE):

- Power dynamics dominated negotiations, with religious institutions playing a role.
- Europe
- Example: A powerful king dictates harsh terms to a conquered village, while the village elder uses persuasive arguments and religious appeals to negotiate for slightly less severe penalties.



Enlightenment Onwards (16th Century+):

- Reason and logic took center stage, leading to negotiation theories focused on strategies and communication.
- Example: Two merchants, influenced by Enlightenment ideals, negotiate a trade deal by focusing on the mutual benefits of fair pricing and reliable delivery schedules.



The 21st Century:

- Collaboration and problem-solving are key. Technology and globalization play a growing role.
- **Example:** International business partners from different cultures use video conferencing to negotiate a joint venture, emphasizing shared goals and brainstorming solutions that address each party's concerns.

Modern Trends:

- Building Rapport: Trust and connection are crucial.
- Interest-Based Negotiation: Focus on needs, not just positions.
- Ethical Negotiation: Fairness and transparency are paramount.

EXAMPLE



THE PUNIC WARS BETWEEN
ROME AND CARTHAGE
(264-146 BCE) - COMPLEX
NEGOTIATIONS AND
TREATIES.

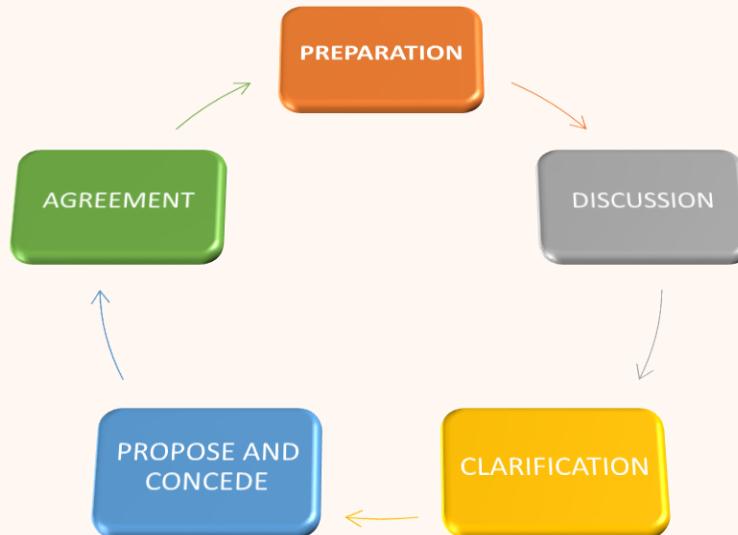


THE MAGNA CARTA (1215) -
NEGOTIATIONS BETWEEN
KING JOHN AND ENGLISH
BARONS.



THE TREATY OF VERSAILLES
(1919) - COMPLEX
NEGOTIATIONS FOLLOWING
WORLD WAR I.

PROCESS OF NEGOTIATION





PREPARATION : BE READY TO PLAY BALL

Gather information, set objectives, and understand the interests of all parties involved.

- **Define Your Goals**
- **Research the Market**
- **Know Your BATNA (Best Alternative To a Negotiated Agreement)**



DISCUSSION : OPEN THE DIALOGUE

During this stage individuals or members of each side put forward the case as they see it , i.e their understanding of the situation

- **Open Communication**
- **Build Rapport**
- **Understand Their Needs**

CLARIFICATION : GET ON THE SAME PAGE

This is like setting the game rules. From the discussion, the goals, interests, and viewpoints of both sides of the disagreement needs to be clarified.



- **Ask Questions**
- **Identify Common Ground**
- **Define Key Issues**

PROPOSE & CONCEDE : THE BACK-AND - FORTH

Imagine the actual negotiation – it's like playing the game:



- **Propose Your Offer**
- **Strategic Concessions**
- **Highlight the Value You Bring**



AGREEMENT: THE WINNING SHOT !

This is the handshake after a successful negotiation

- Formalize the Deal
- Ensure Clarity

OUTCOMES : THE FRUITS OF YOUR NEGOTIATION



WIN-WIN



WIN-LOSE



WIN-LOSE



OUTCOMES : THE FRUITS OF YOUR NEGOTIATION

Negotiation can lead to a variety of outcomes:

- **WIN-WIN**
- **WIN-LOSE**
- **LOSE-LOSE**



WIN-WIN: THE COLLABORATIVE TRIUMPH

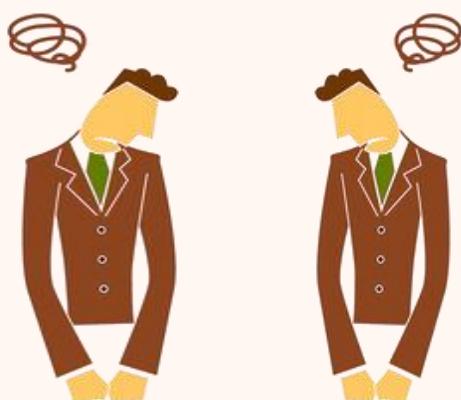


- This is the golden standard of negotiation, where both parties leave feeling satisfied and having achieved their core objectives. Here's what makes a Win-Win outcome:
- **Mutual Benefit:** An agreement is reached that addresses the needs and interests of both sides.
- **Focus on Shared Goals:** The negotiation emphasizes collaboration and finding solutions that work for everyone.
- **Long-Term Value Creation:** The agreement fosters a positive, ongoing relationship between the parties.



WIN LOSE : THE UNEVEN BARGAIN

- This outcome occurs when one party gains a significant advantage, while the other makes more concessions. Here's a breakdown of Win-Lose scenarios:
- **Power Imbalance:** One party might hold more leverage due to factors like resources, experience, or urgency.
- **Short-Term Gain:** The "winning" party might secure a temporary advantage, but it could damage trust and hinder future collaboration.
- **Resentment:** The conceding party might feel exploited, leading to resentment and potentially jeopardizing future interactions.



LOSE-LOSE : THE STALEMATED STANDOFF

- This is the least desirable outcome, where no agreement is reached, leaving both parties frustrated and empty-handed. Let's explore some scenario:
- **Unwillingness to Compromise:** Neither party is willing to budge from their initial demands, leading to an impasse.
- **Misunderstandings:** Clear communication breakdowns or a lack of understanding of each other's needs can lead to a stalemate.
- **Wasted Time and Resources:** The negotiation process consumes time and resources without any positive outcome.

THANK YOU