



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# Soft Skills

## Lecture 17

### Negotiation Strategies

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# Persuasion as key factor

- Style
- You attitude
- Talking & listening
- Body language
- Summarizing



# Stages of Negotiation

- ❖ Preparing planning
- ❖ Exchanging initial views
- ❖ Exploring possible solutions
- ❖ Searching for common ground
- ❖ Securing agreement
- ❖ Implementing the agreement

# Phases of Negotiation

- Preparation phase
- Interacting/ negotiating phase
- Implementation phase

# Preparation Phase

- Assess the relative strength of the two parties.
- Discover the real issue.
- Be realistic about objectives.

“ Bear in mind that it is almost impossible for a negotiator to do too much preparation”. - Tim Handle

# Negotiating Phase

- Testing the initial position
- Moving towards possible solution
- Making of final possible solution
- Agreement

# Implementation

- Preparation and implementation are not parts of negotiation.
- Jot down the facts of the agreement.
- Also mention the roles.

# Strategies of Negotiation

- ❖ Plan discussion according to psychological needs and appropriate strategies.
- ❖ Set amicable tone.
- ❖ Highlight the sunny side.
- ❖ Be ready with alteration.
- ❖ Allow more time and space to other person.
- ❖ Allow concessions.



# Negotiating styles

- ❖ Collaborate
- ❖ Accommodate
- ❖ Compromise
- ❖ Control
- ❖ Avoidance

# Things to avoid

- ❖ Confrontational tone
- ❖ Whole case in the beginning
- ❖ Being personal
- ❖ Ignoring the tone
- ❖ Relying on only the words
- ❖ Allowing the discussion to go long

# Reaching Agreement

- ✓ Be tactful and persuasive.
- ✓ Emphasize the other party's benefit.
- ✓ Acknowledge the co-operation.
- ✓ Suggest.
- ✓ Note points.

# How to resolve deadlock

- Point out no further concessions to be made.
- Explain & emphasize consequences.
- Use ethical aspect of agreement.
- Remain positive.



## Contd.

- Avoid becoming rigid.
- Avoid conflict.
- Accept a win-lose situation.



# Always remember

“In business, you don’t get what you deserve, you get what you negotiate.” - Chester L. Karrass

