



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 16

Negotiation Skills

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What is Negotiation?

- *Negotiation is any form of meeting or discussion in which you and the persons you are in contact with use argument and persuasion to achieve an agreed decision or action.*
-- Alan Flower
- *A process of combining conflicting positions into a common position under a decision rule of unanimity, a phenomenon in which the outcome is determined by the process.*
-- Zartman

Requisites of Negotiation

- ❖ Two parties
- ❖ Interests of both involved
- ❖ Agreement and not instruction/authority
- ❖ Discussion and persuasion

Types of Negotiation

Formal & Informal

Conditions for Formal Negotiation

- Pre-announced meeting
- Fixed agenda
- Three people



Informal Negotiation

- Unannounced and casual
- No time to prepare
- Requires only two persons
- Friendly approach acts as influence



Factors affecting Negotiation

- Place
- Time
- Exchange of views freely
- Common ground



Subjective factors

- ✓ Personal relationship
- ✓ Fear Factor
- ✓ Mutual obligation
- ✓ Influence
- ✓ Persuasion



Qualities of a Negotiator

- ✓ Confidence
- ✓ Appearance
- ✓ Outlook
- ✓ Honesty and reliability



- ✓ Competence
- ✓ Communication Skills
- ✓ Flexibility



Stages of Negotiation

- ☐ Preparation
- ☐ Meeting
 - Speak simply.
 - Keep your cool.
 - Maintain conducive relations.

How to prepare for Negotiation

- Know your subject.
- Strength and weaknesses of the parties.
- Collect fact and figures.
- Identify the upper and lower limits.



- Use your persuasive skills
- Be prepared for *BATNA,*WATNA and *ZOPA
- Every negotiation should end in a win-win situation.

***BATNA: Best Alternative to a Negotiated Agreement**

***WATNA: Worst Alternative to a Negotiated Agreement**

***ZOPA: Zone of Possible Agreement**

Remember

“Let us never negotiate out of fear. But let us never fear to negotiate”.

- John F Kennedy

