

Finding and Using Negotiation Power

Luis Francisco Gomez Lopez

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Please Read Me

- Check the message **Welcome greeting** published in the News Bulletin Board.
- Dear student please edit your profile uploading a photo where your face is clearly visible.
- The purpose of the virtual meetings is to answer questions and not to make a summary of the study material.
- This presentation is based on ([Lewicki, Barry, and Saunders 2016, chap. 8](#))

Purpose

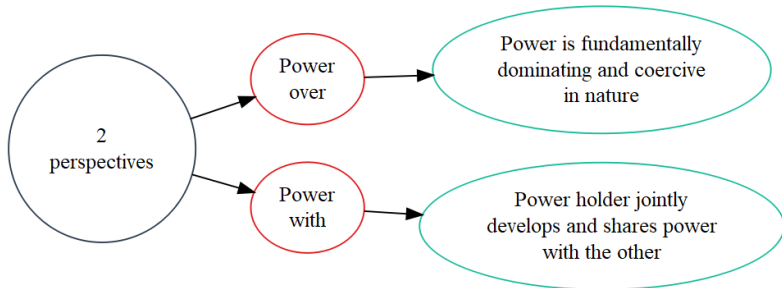
Understand the role of power and the different sources from which this element arises in a negotiation.

Power in the context of a negotiation

- Power in the context of a negotiation refers to the ability of a negotiator to gain an advantage or increase the likelihood of approaching its target point.
- Power is important in a negotiation because it generates advantages and allows reaching a settlement point close to the target point.

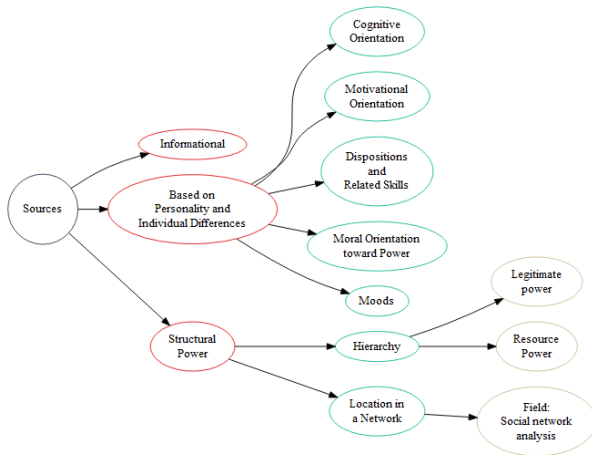
Power in the context of a negotiation

- Perspectives about power¹

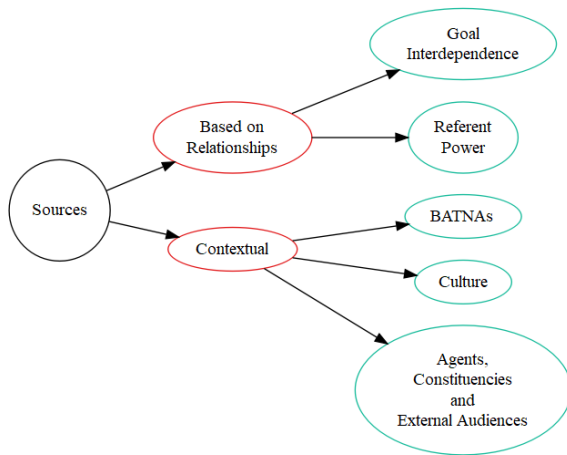


¹Check out ([Coleman 2014](#)) if you want a general perspective about power and its

Sources of power in a negotiation



Sources of power in a negotiation



Dealing with negotiations how have more power

- Advice to negotiators who are in low-power positions based on (Lewicki, Barry, and Saunders 2016, chap. 8, p 199-201):
 - Diversify risk by entering into deals with several other partners.
 - Deal with a variety of different individuals and departments in the high-power party (Divide and Conquer).
 - Build coalitions with other low-power players to increase collective bargaining power.
 - If you have something to offer, make sure you offer it to more than one high-power party to generate competition between them.

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References

Coleman, Peter T. 2014. "Power and Conflict." In *The Handbook of Conflict Resolution: Theory and Practice*, 3rd ed., 137–81. Jossey-Bass.

Lewicki, Roy J., Bruce Barry, and David M. Saunders. 2016. *Essentials of Negotiation*. Sixth Edition. Dubuque: McGraw-Hill Education.