

In the article, “The Negotiation Process: How to Get What You Want”, doctors and their negotiating skills, or lack thereof, is discussed in addition to a presentation of several suggestions for improving negotiation skills. Although doctors are highly educated professionals, their negotiating skills, on the whole, tend to be woeful. The reasons for this widespread problem include doctors not having time or training, or doctors bristling at the thought of negotiation. (Chesanow, 104) To avoid the necessity of negotiation, doctors become hospital employees or partners in groups that have others handle the various business negotiations.

The article proposes steps for doctors to become better negotiators. It should be understood that most negotiations will happen between people who already have relationships. It behooves doctors to be proactive in communicating with others to facilitate productive negotiations. (Chesanow, 104) Another suggestion is to maintain a healthy respect for differing viewpoints, which can achieve a win-win in negotiations. By developing a strategic plan for negotiating, the negotiator can be prepared for achieving their goals as well as adapting to a constantly changing negotiation. The article mentions that negotiators are more likely to be successful when they position themselves with power. In addition, rather than constantly disagreeing with the other party in a negotiation, the article recommends asking questions and listening to gather information. (Chesanow, 106) To avoid unnecessary tangents, it is important for negotiators to maintain focus on the problem, and view fellow negotiators as collaborators. Furthermore, the article mentions that the negotiators with power should use that power wisely rather than wielding it to obtain as much as they possibly can. While this article was written in the context of doctors, the negotiation process that was presented can be utilized in a multitude of situations outside of the medical arena.

The concepts illustrated in this article would have been especially helpful at many times in my life had I realized and applied them. The idea of establishing long-term relationships to ease negotiations is understandably effective in both personal and professional circumstances. The principle behind this suggestion is to establish rapport and maintain goodwill with people to aid in negotiations. For example, had I chosen to remain a customer at the same car dealership rather than going to different dealers, there would have been familiarity in negotiating with the salesmen. For the suggestion about respecting disparate viewpoints, it's also necessary to uphold personal values. In the past I have allowed conflict when I forced myself to grant too much respect to a differing viewpoint. By limiting the influence of certain viewpoints, I am able to respect them but also reinforce my own values. Having a strategic plan can be a great aid when one is engaged in a negotiation. When I went through a series of job interviews with a company, we negotiated a starting salary. I was able to maintain a simple plan of discussing the attributes that I could bring to the company to herd the negotiation more in my favor. When one person negotiates from a position of power, they have an opportunity to use their leverage wisely. I have been in situations where I recognized that the other party held more power in a negotiation. As a teenager, my parents held power over me in negotiations, such as driving their cars or staying out late. Taking on a combative stance in any negotiation can have negative long-term consequences. Having fought with roommates in the past over how much each person would contribute to paying for apartment repairs, I learned that a combative stance end friendships. Rather, it can be advantageous to ask questions and listen to the other party's arguments. Choosing to focus on the argument and seeing the other party as a partner in a negotiation avoids the potential fallout that could happen from the parties disparaging one another.

## References

Chesanow, N. (2005). The Negotiation Process: How to Get What You Want. *Ophthalmology Times*, 30(19), 104-106. Retrieved January 5, 2010, from Health Source: Nursing/Academic Edition.