Unit 1 Chapter 1 Part 2

There are many books introducing negotiation strategies and skills. Generally speaking, although negotiation skills are not easy to improve, we can definitely do something to get a successful negotiation：

1. Identify satisfactory outcomes

The success or failure of the negotiator depends on the negotiation result. The satisfactory negotiation result means the success of the negotiator, otherwise means the failure of the negotiator. Then how to meet their own satisfaction which will also be acceptable by the other side, is very important for every negotiator.

In order to accomplish this goal, you need to be better prepared! Ask yourself such questions：

* Have you reviewed the other party’s website, marketing materials, and annual reports and public findings?
* Have you identified what the other party’s preferences and needs would be if you were in its position?
* Have you checked out the other party’s industry and contacted sources within the industry to find out more?
* How strong is its financial performance?
* How important is this deal to the other party at this moment?
* Is your offer easy to find elsewhere?
* Has the other party got any other options other than your company?
* What terms might you offer that would benefit the other party?
* If you can answer these questions confidently, that means you are fully prepared.

1. Identify your bottom-line and reservation offer

For modern business negotiation, the bottom line is often a combination of several items, such as the bottom line of price, the bottom line of quantity, the bottom line of quality, the bottom line of transportation, the bottom line of packaging, and so on. And in many bottom line limits, the price bottom line is undoubtedly the most important one.

For negotiators, there are always various compromises and quid pro quo involved in the process of negotiation, when the bottom line comes into play.

Once the bottom line conditions (typically the bottom line of price) are met, negotiators have more negotiating space and flexibility.

1. Negotiate with the decision-maker for a deal

Negotiating with someone who can "call the shots" works best. The reason is simple: no matter how you deal with those non-decision makers, you still have to win the decision makers' approval. Also, communicating with decision makers often saves a lot of unnecessary misunderstandings and misjudgments. In the negotiation, the non-decision-makers often do not have flexibility and the courage to make decisions.

Therefore, in the negotiation, you can boldly ask the other party's decision-making mechanism, so as to judge who the decision-maker is.

If the negotiating partner is not the ultimate decision maker, at least get to know more about the company's interests and concerns.

1. Look for common ground to achieve mutual benefit

As a negotiator, once you know what the outcome will be for the benefit of the other side, you will be more confident in pursuing similarities and shared values and expect both sides to benefit. To achieve this end, both sides are more willing to compromise.

Keep in mind here that the purpose of negotiation is to make a deal and build a relationship, not to maximize your own interests at the expense of those of the other party. A win-win situation is the best negotiation result.

1. Get to know the other party

Communication skills of each party is very important during business negotiation. Methods effectively used for interpersonal communication are also applicable to business negotiation.

Knowing your opponent's personality, negotiating style, educational and employment background, and of course the goals and values of the organization he or she represents, will help you reduce misjudgments and quickly and effectively build emotional and business relation with the other party.

Learn to ask questions in correct and concise English. ”You will get what you want if you ask the right question.”

1. Set the tone and tempo for your own advantage

The procedure of business negotiation is pretty complicated and long, involving many topics, people and departments. Therefore, how to avoid our voices being ignored, and how to convey our intention clearly is a tricky problem. In view of this, the negotiation process, time, participants, and most importantly, the goal of each stage should be clearly planned before the negotiation.

For example, once the two sides have reached an agreement on a certain issue, they should try to move on to the next step, so as not to lead to unnecessary trouble.

For another example, once the two sides can't agree on a certain issue, they should also consciously adjourn the meeting, or move to the issue which is easier to find common ground and avoid the "dead end" of the negotiation.

1. Be patient and flexible

In most cases, business negotiations will not follow a predetermined path, and any unexpected events may occur. Personal relationships may break down, negotiators may be replaced, and even the bottom line may be breached. Unexpected events may put a smooth negotiation on hold, and the introduction of new information may change the attitude of the other side.

Good negotiators do not see these changes as insurmountable obstacles, nor do they see them as a sign of breakdown. On the contrary, they show maximum flexibility and adjust negotiation strategies and psychological expectations according to the changing situation.

Being patient. Many changes may seem negative at first, but patience may lead to opportunities.

1. Make good use of objective criteria

In any kind of negotiation, both sides believe that their offer is both objective and reasonable.

Given this, a set of standards or criteria that are acceptable (or at least not objectionable) to both sides must be found. You need to explain to the other side why your standards are more important.