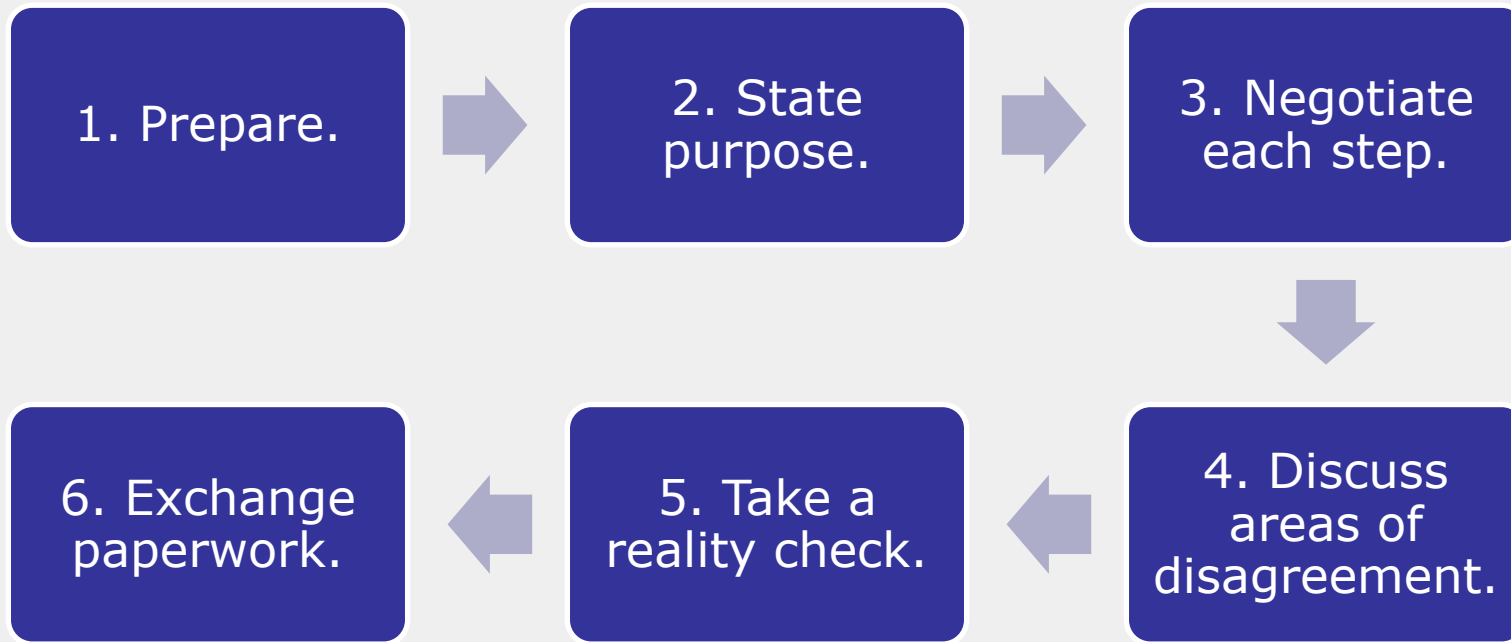


Negotiation



A Six-Step Model



Program Objectives (1 of 2)

- ◆ Understand what negotiations are all about.
- ◆ Choose a strategy to effectively negotiate.
- ◆ Learn the range of negotiation approaches and their results based on your interactions.

Program Objectives (2 of 2)

- ◆ Plan for a negotiation session.
- ◆ Use communication techniques to avert potential conflicts.
- ◆ Practice your general negotiation techniques.

Definition (1 of 2)

- ❖ Negotiation is getting what you want from the other person – no matter what.
- ❖ We all know how bargaining works: you ask for a lot and wind up settling for something in the middle.

Definition (2 of 2)

- ❖ Negotiation is an attempted trade-off between getting what you want and getting along with people.
- ❖ Negotiation is a discussion between people with the goal of reaching an agreement on issues and separating the parties when neither party has the power to get the desired outcome.

How To Assemble Data (3 of 4)

3. Convert this data into questions framed to require specific answers.

If answers cannot be provided by primary or secondary resources, review your facts.

This serves as a further check of your understanding of the issues.

Positional Negotiation (1 of 2)

- ❖ Positional negotiation occurs when both parties propose a solution.
- ❖ Both parties make offers and counter-offers until an agreement is reached.
- ❖ The agreement is acceptable to both parties, meaning it falls within the ZOPA or Zone of Possible Agreement.

Adapted From:
Beyond
Intractability

Negotiation Techniques (2 of 3)

Active Techniques:

◆ Increase maneuverability and flexibility:

1. Blame of an absent party
2. Straw issues
3. The walkout
4. Holding back on strong points
5. Division of the opposition's team
6. The informal meeting

The 5 Negotiating Approaches

| Approach | Description | Adage |
|--------------|--|---|
| Forcing | Hard-nosed, conflictive, confrontational | "Put your foot down where you mean to stand." |
| Compromising | Splitting the difference, sharing, trading | "You have to give some to get some." |
| Avoiding | Losing/leaving, withdrawing | "Let sleeping dogs lie." |

Negotiating Options (2 of 3)

Hard Negotiations:

- ❖ Negotiation occurs between adversaries.
- ❖ The goal of the negotiation is victory.
- ❖ Concessions are demanded for the sake of the relationship.
- ❖ Negotiation is hard on the person and the problem

Adapted From:
Beyond
Intractability

CONE



The Arbitrator



Physical Setting



Approaches (4 of 10)

The Typical American Approach:

- ◆ Americans tend to place great value on:
 - Objectivity
 - Competitiveness
 - Equality
 - Punctuality
- ◆ When other cultures do not have the same values, Americans may have difficulty adjusting, causing a disadvantage.

Adapted From:
"International Marketing,"
by McGraw-Hill

Predetermined Factors (5 of 7)

Audience:

- ❖ The audience can put pressure on both parties.
- ❖ Media, competitors, and other vendors can influence parties because they want to maintain their reputation.

Adapted From:
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by McGraw-Hill

Download “**Negotiation**” PowerPoint presentation at **ReadySetPresent.com**

150 slides include: 5 points on the definition of negotiation, 5 negotiation questions, 4 basic components, 6 points on identifying the issues, 4 points on how to assemble data, 6 points on positional negotiation, BATNA, 10 points on integrative and distributive bargaining, 4 components to successful strategies, 4 points on strategy assistance, 5 successful tactics, 20 points on negotiation techniques, 3 slides on negotiating options, 6 points on when using questions, 10 points on the art of negotiation, 15 points on the 5 negotiation approaches, 20 points on style pros and cons, 4 points on causes, a 6 step model, 62 points on CONE (Characteristics Of Negotiating Effectively), 6 points on integrative agreements, 8 points on mediators and mediation, 6 points on arbitrators and arbitration, 7 points on physical setting, 9 points on advantages of your versus their versus a third party site, 8 points on time, 6 points on information, 10 points on appearance and mannerisms, 3 points on finalizing negotiations, 7 points on negotiation styles, 7 slides on cultural approaches to negotiation, 8 slides on predetermined factors, 16 action steps and much more.

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