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**Комплексне практичне індивідуальне завдання**

з дисципліни «Ділові комунікації»

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«Negotiation: main stages and types»

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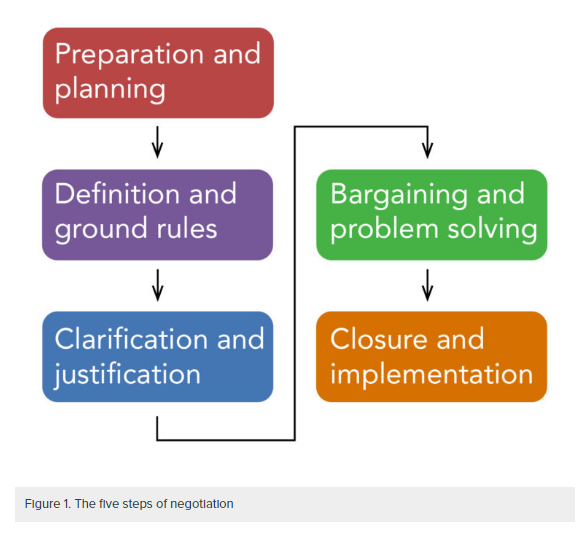
**Introduction**

A negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable. In a negotiation, each party tries to persuade the other to agree with his or her point of view. By negotiating, all involved parties try to avoid arguing but agree to reach some form of compromise.

Negotiations involve some give and take, which means one party will always come out on top of the negotiation. The other, though, must concede even if that concession is nominal.

Parties involved in negotiations can vary. They can include talks between buyers and sellers, an employer and prospective employee, or governments of two or more countries.

**Main part**



**Main stages**

**Preparation and Planning**

In the preparation and planning stage, you (as a party in the negotiation) need to determine and clarify your own goals in the negotiation. This is a time when you take a moment to define and truly understand the terms and conditions of the exchange and the nature of the conflict. What do you want to walk away with?

You should also take this moment to anticipate the same for the other party. What are their goals in this negotiation? What will they ask for? Do they have any hidden agendas that may come as a surprise to you? What might they settle for, and how does that differ from the outcome you’re hoping for?

**Definition of Ground Rules**

After the planning and strategy development stage is complete, it’s time to work with the other party to define the ground rules and procedures for the negotiation. This is the time when you and the other party will come to agreement on questions like

* Who will do the negotiating—will we do it personally or invite a third party?
* Where will the negotiation take place?
* Will there be time constraints placed on this negotiation process?
* Will there be any limits to the negotiation?
* If an agreement can’t be reached, will there be any specific process to handle that?

Usually it’s during this phase that the parties exchange their initial positions.

**Clarification and Justification**

Once initial positions have been exchanged, the clarification and justification stage can begin. Both you and the other party will explain, clarify, bolster and justify your original position or demands. For you, this is an opportunity to educate the other side on your position, and gain further understanding about the other party and how they feel about their side. You might each take the opportunity to explain how you arrived at your current position, and include any supporting documentation. Each party might take this opportunity to review the strategy they planned for the negotiation to determine if it’s still an appropriate approach.

This doesn’t need to be and should not be confrontational, though in some negotiations that’s hard to avoid. But if tempers are high moving into this portion of the negotiation process, then those emotions will start to come to a head here. It’s important for you to manage those emotions so serious bargaining can begin.

**Bargaining and Problem Solving**

You and the other party will use various negotiation strategies to achieve the goals established during the preparation and planning process. You will use all the information you gathered during the preparation and planning process to present your argument and strengthen your position, or even change your position if the other party’s argument is sound and makes sense.

The communication skills of active listening and feedback serve the parties of a negotiation well. It’s also important to stick to the issues and allow for an objective discussion to occur. Emotions should be kept under control. Eventually, both parties should come to an agreement.

**Closure and Implementation**

Once an agreement has been met, this is the stage in which procedures need to be developed to implement and monitor the terms of the agreement. They put all of the information into a format that’s acceptable to both parties, and they formalize it.

Formalizing the agreement can mean everything from a handshake to a written contract.

### Types of negotiators

These types of negotiators are: soft bargainers, hard bargainers, and principled bargainers.

**Soft**

These people see negotiation as too close to competition, so they choose a gentle style of bargaining. The offers they make are not in their best interests, they yield to others' demands, avoid confrontation, and they maintain good relations with fellow negotiators. Their perception of others is one of friendship, and their goal is agreement. They do not separate the people from the problem, but are soft on both. They avoid contests of wills and insist on agreement, offering solutions and easily trusting others and changing their opinions.

**Hard**

These people use contentious strategies to influence, utilizing phrases such as "this is my final offer" and "take it or leave it." They make threats, are distrustful of others, insist on their position, and apply pressure to negotiate. They see others as adversaries and their ultimate goal is victory. Additionally, they search for one single answer, and insist you agree on it. They do not separate the people from the problem (as with soft bargainers), but they are hard on both the people involved and the problem.

**Principled**

Individuals who bargain this way seek integrative solutions, and do so by sidestepping commitment to specific positions. They focus on the problem rather than the intentions, motives, and needs of the people involved. They separate the people from the problem, explore interests, avoid bottom lines, and reach results based on standards independent of personal will. They base their choices on objective criteria rather than power, pressure, self-interest, or an arbitrary decisional procedure. These criteria may be drawn from moral standards, principles of fairness, professional standards, and tradition.

**Conclusion**

Conflict has never benefitted anyone, instead it adds to one’s tensions and anxiety. It is better to discuss things and reach to an alternative benefitting all. Issues must not be dragged unnecessarily and efforts must be made to come to a conclusion involving the interests of all. No point in being adamant and rigid. One should strive hard to negotiate with each other and consider the needs, interests and expectations of all.

Negotiation is essential everywhere. It is not only the corporates where negotiation is important but also in our daily life. We all must try our level best to adopt negotiation skills to avoid misunderstandings and lead a peaceful and a stress free life.

**List of references**

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# Negotiation Vocabulary

| **word *part of speech*** | **meaning** | **example sentence** |
| --- | --- | --- |
| **alternatives** *noun* | other options | We can't offer you the raise you requested, but let's discuss some other **alternatives**. |
| **amplify** *verb* | expand; give more information | Could you **amplify** on your proposal please. |
| **arbitration** *noun* | conflict that is addressed by using a neutral third party | We're better to settle this between us, because a formal **arbitration** will cost both of us money. |
| **bargain** *verb* | try to change a person's mind by using various tactics | We **bargained** on the last issue for over an hour before we agreed to take a break. |
| **bottom-line** *noun* | the lowest one is willing to go | I'll accept a raise of one dollar per hour, but that's my **bottom-line**. |
| **collective** *adj* | together | This is a **collective** concern, and it isn't fair to discuss it without Marie present. |
| **compensate** *verb* | make up for a loss | If you are willing to work ten extra hours a week we will **compensate** you by paying you overtime. |
| **comply** *verb* | agree | I'd be willing to **comply** if you can offer me my own private office. |
| **compromise** *verb* | changing one's mind/terms slightly in order to find a resolution | We are willing to **compromise** on this issue because it means so much to you. |
| **concession** *noun* | a thing that is granted or accepted | I think we can offer all of these **concessions,** but not all at once. |
| **conflict resolution** *noun* | general term for negotiations | It is impossible to engage in **conflict resolution** when one of the parties refuses to listen. |
| **confront** *verb* | present an issue to someone directly | I **confronted** my boss about being undervalued, and we're going to talk about things on Monday. |
| **consensus** *noun* | agreement by all | It would be great if we could come to a **consensus** by 5:00 P.M. |
| **cooperation** *noun* | the working together | I have appreciated your **cooperation** throughout these negotiations. |
| **counter proposal** *noun* | the offer/request which is presented second in response to the first proposal | In their **counter proposal** they suggested that we keep their company name rather than creating a new one. |
| **counterattack** *verb/noun* | present other side of an issue | Before we could start our **counterattack** they suggested we sign a contract. |
| **counterpart** *noun* | person on the other side of the negotiations | I tried to close the discussions at noon, but my **counterpart** would not stop talking. |
| **cordially** *verb/noun* | politely | In the past I have had little respect for that client, but today she spoke **cordially** and listened to my point of view. |

| **demands** *adv* | needs/expectations that one side believes it deserves | They had some last minute **demands** that were entirely unrealistic. |
| --- | --- | --- |
| **deadlock** *noun* | point where neither party will give in | When the discussions came to a **deadlock** we wrote up a letter of intent to continue the negotiations next week. |
| **dispute** *noun* | argument/conflict | I was hoping to avoid discussing last year's **dispute**, but Monica is still holding a grudge. |
| **dominate** *verb* | have the most control/stronger presence | Max has such a loud voice, he tends to **dominate** the conversations. |
| **entitled** *adj* | be deserving of | My contract says that I am **entitled** to full benefits after six months of employment. |
| **flexible** *adj* | open/willing to change | We have always been **flexible** in terms of your working hours. |
| **haggling** *verb* | arguing back and forth (often about prices) | We've been **haggling** over this issue for too long now. |
| **hostility** *noun* | long-term anger towards another | I want you to know that we don't have any **hostility** towards your company despite last year's mixup. |
| **high-ball** *verb* | make a request that is much higher than you expect to receive | I'm planning to **high-ball** my expectations when I open the discussion. |
| **impulse** *noun* | quick decision without thought or time | I acted on **impulse** when I signed that six-month contract. |
| **indecisive** *adj* | has difficulty choosing/making a decision | They were so **indecisive** we finally asked them to take a break and come back next week. |
| **leverage** *noun* | (bargaining power) something that gives one party a greater chance at succeeding over another | We have a little bit of **leverage** because we are the only stationary company in town. |
| **log-rolling** *noun* | trading one favour for another | After a bit of **log-rolling** we came to an agreement that pleased both of us. |
| **low-ball** *verb* | offer something much lower than you think the opponent will ask for | I was expecting my boss to **low-ball** in the initial offer, but he proposed a fair salary increase. |
| **mislead** *verb* | convince by altering or not telling the whole truth about something | They **misled** us into thinking that everything could be resolved today. |
| **mutual** *adj* | agreed by both or all | The decision to call off the merger was **mutual**. |
| **objective** *noun* | goal for the outcome | My prime **objective** is to have my family members added to my benefits plan. |
| **point of view** *noun* | person's ideas/ thoughts | From my **point of view** it makes more sense to wait another six months. |
| **pressure** *verb* | work hard to convince another of an idea | He **pressured** me to accept the terms by using intimidation tactics. |
| **proposal** *noun* | argument to present | While I listened to their **proposal** I noted each of their objectives. |
| **receptive** *adj* | open to/interested in an idea | His positive body language demonstrated that he was **receptive** to our suggestions. |
| **resentment** *noun* | anger held onto from a previous conflict | Mary's **resentment** stems from our not choosing her to head the project. |
| **resistance** *noun* | a display of opposition | We didn't expect so much **resistance** on the final issue. |
| **resolve** *verb* | end conflict, come to an agreement | Before you can **resolve** your differences you'll both need to calm down. |
| **tactics** *noun* | strategies used to get one's goals met | There are certain **tactics** that all skillful negotiators employ. |
| **tension** *noun* | feeling of stress/anxiety caused by heavy conflict | There was a lot of **tension** in the room when George threatened to quit. |
| **trade-off** *noun* | terms that are offered in return for something else | Lower payments over a longer period of time sounded like a fair **trade-off** until we asked about interest charges. |
| **ultimatum** *noun* | a final term that has serious consequences if not met | His **ultimatum** was that if I didn't agree to give him the raise he asked for, he'd quit today without two week's notice. |
| **unrealistic** *adj* | very unlikely to happen | It's **unrealistic** to think that we will have all of our demands met. |
| **victory** *noun* | a win | We considered it a **victory** because they agreed to four of our five terms. |
| **yield** *verb* | to give in to another's requests | The client will only **yield** to our conditions, if we agree to work over the holiday weekend. |