

# NEGOTIATION PROCESS

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# Negotiation

- Strategy (approach/ overall plan/ strategic behaviour)
- Style (avoidance/ accommodating/competitive/ compromising/ collaborative)
- Tactics (maneuvers- questions, forbearance, postponement, surprise, withdrawal, threats, anger, reversal, bracketing, flinching, deception, diversion, reluctance, feinting, ultimatums, association, equalizing, begging, bullying, laughing, exaggeration, extreme positions, patience, blocking, emotional appeal, counteroffers, concessions, squeezing, and silence etc)
- Gambit
- Technique (manner in using alternative and/or multiple tactics and gambits)

# Process

- ***Preparation stage***

requires research, careful thought and analysis, and creativity

- Gather as much detail as possible about the transaction and component and related issues to be negotiated
- Determine what you want and need (tangibles, and emotional, how will you control emotions)
- Rank your wants and needs in order of importance and identify which issues are interchangeable and/or related.
- Assess how your counterpart perceives your needs and wants
- Try to determine what your counterpart needs and wants
- Determine what you have that your counterpart will or may want, need, or accept, as well as what you may do that your counterpart does not want you to do
- Enlist issues/ components to be discussed ( Assign value/s to them)
- Assess power of both- yourself and the counterpart
- Determine your options to a negotiated agreement
- Determine alternative negotiated solutions that would be acceptable to you ....and decide whether or not to negotiate-(OTNA)--Prepare reasons that can be communicated to your counterpart that will support all of your positions
- three key positions on each issue and component. One position
- Anticipate your counterpart's arguments to all of your proposals.
- Prepare alternative approaches aimed at the potential style to be used by your counterpart
- Determine your strategy, including the amounts and timing of your negotiation positions.

- ***Pre- negotiation preparation evaluation***
  - Am I comfortable negotiating in this particular situation?
  - Is it possible for negotiation to meet my needs?
  - Is the expenditure of my time and energy worth the potential benefit I may gain
- ***Negotiation***
  - Introduction
    - Define the rules, and set the tone. 3. Focus on the issues. 4. Begin to persuade with appropriate tactics delivered in a style and technique that suit your strategy and personality
  - Initiation
    - Questions, choosing big or small issues to start with, tentative resolution, making first offer, - using tactics-
  - Intensification
    - Diversion, reluctance, extrapolation, forbearance etc....
  - Closing
    - Creating time pressure, reluctance, withdrawal, reversal, silence, ultimatum, closing concession, patience, nibble

(stages may not be sequential, may overlap)

# References

- Negotiation by Roy J Lewicki, Bruce Barry & David M Saunders , 6th edition
- Conflict Management: A practical guide to developing Negotiation Strategies by Budjac Corvette, Barbara A , first edition

THANK YOU