

NEGOTIATION SKILLS

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**People negotiate all the time . Friends negotiate to decide where to have dinner
Children negotiate to which television program to watch . Businesses negotiate to purchase materials and to sell their products . Lawyers negotiate to settle legal claims before they go to court . The police negotiate with terrorists to free hostages . Nations negotiate to open their borders for free trade .**

Negotiations occur for one of two reasons :

1)To create something new that neither party could do on his or her own .

2)To resolve a problem or dispute between the parties . Because people can negotiate about so many different things , understanding the fundamental processes of negotiation is essential for anyone who works with other people .

Characteristics of a Negotiation Situation

- 1. There are two or more parties that is , two or more individuals , groups , or organizations .**
- 2. There is a conflict of interest between two or more parties**
- 3. The parties negotiate because they think can use some form of influence to get a better deal.**

**4.The parties , at least for the moment .
Prefer to search for agreement rather
than to fight openly**

**5.When we negotiate , We expect give and
take .**

**6.Successful negotiation involves the
management of intangibles as well as the
resolving of tangibles**

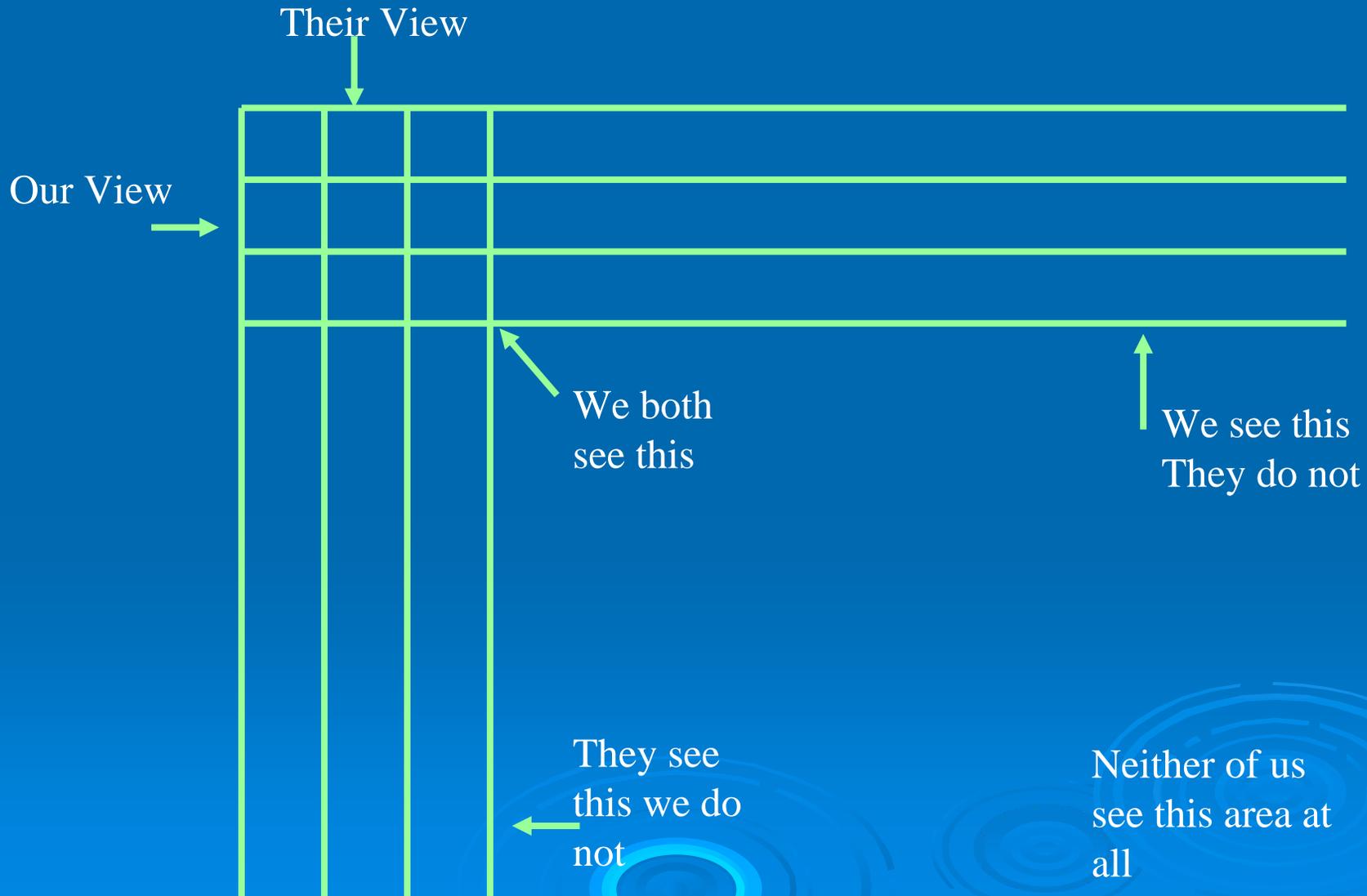
The Climate

The very first thing that happens when parties meet to negotiate is that a climate begins to form . This happens when energy is high and the climate is established very quickly . Once established , it will not be changed easily .
First impressions last

Bill Scott Explores the issue of climate thoroughly in his book , “ The Skills of Negotiating ” . The conclusion he reaches is that we need a climate which is :

- **CORDIAL**
- **COOPERATIVE**
- **BRISK**
- **BUSINESSLIKE**

Exploration - Starting Position



Why Negotiation ?

- 1. There is no surer way to survive than to improve your negotiation performance .**
- 2. In many cases there is a better deal than that one on offer waiting to be discovered**
- 3. If you don't negotiate , you can only get what they want you to have i . e they decide what is good for you .**
- 4. IN life every body negotiates about almost every thing**

5. Every things you want is under the control of some body else .

6. You can get any things you want through negotiation .

7. Possibility of agreement :

- We all right**
- Needs are different**

In life everybody negotiates almost about every thing

In Business :

we negotiate with customers & suppliers

within our organizations :

We negotiate with colleagues with the boss etc .

In private life:

We negotiate with spouse , Children , your dad etc .

Poor Negotiation Costs money , time , and perhaps lost of chances of happiness

Negotiation

1. MAKES YOU SUCCESSFUL IN EVERY ASPECTS OF LIFE .
2. TAKE CONTROL OF YOUR LIFE & ACHIEVE WHAT YOU WANT .
3. DEVELOP POWER OVER OTHERS .
4. YOU ARE NEGOTIATING ALL THE TIME.
5. EVERY THING YOU WANT IS UNDER CONTROL BY SOMEBODY ELSE .

Principles of Negotiations

1. The worst thing you can do is to “ ACCEPT HIS FIRST OFFER “

Especially if it is too good to refuse

2. Don't just state a grievance , negotiate a REMEDY .

3. The negotiator's most useful question is “ WHAT IF”

4. The negotiator's dilemma in negotiating we do not know for sure what the other party will accept . Use add on technique

5. Handling of concessions is probably the most difficult problems facing negotiators . If I concede , why should he does like wise , he -even- might induce you to concede more . Do not think you are displaying good will , really you are displaying your weakness .

Do not leave any thing unless you get something in RETURN .

6. Shock them with your opening offer .

Negotiators are always unhappy if you agree too easily with their opening offers , so make them happy by haggling

7. ONO : Or Nearest Offer, it weakens your position i . e you are willing to accept less

8. Toughen up your negotiating style , toughness generates the opposite response from an opponent .

Open with a very high demand stick to your offer make a few concession be undisturbed by threats .

9. The negotiator's most useful two letter word is IF .

By using the word if you protect the integrity of your proposals

10. Who has the power ?

If you believe that the other party have the power , then they have it .

**11. How to have a negotiating authority ,
Company policy , our rules etc.**

12. There is not such thing as a fixed price .

13. How to stop conceding repackage the deal .

14. How to resist intimation

**15. How to cope with threats beget threats ,
no body likes to be threatened**

16. How to cope with deadlock how to make them recognize that the issue is a MUTUAL PROBLEM

17. Gambits , Ploys and tactics how to use and resist them .

The one sure thing a bout negotiating , is the fact that there is always room for surprise .

- to alter your opponent's perception of the strengthes of your position .**
- to alter your opponent's perception of the strengthes of his position**

We have no authority

We need a departmental approval

But : Walking out is like – wise a fast wasting asset_v

Possibility Of AGREEMENT

1. People do not want the same thing you wants.
2. We both RIGHT we see things from different perspectives .
3. Pressures is upon all parties , you do not only have the weaker hand .

Negotiation

- **Negotiation involves the voluntary consent of both sides to the decision**
- **Win / win is constructive negotiation**
- **Power is the very essence of the negotiating process**
- **Pressure is upon all parties**

PHASES OF NEGOTIATION

1. Creating the climate 5%

The critical period , the opening moments warm / cold .

Co-operative / defensive

- Meet & greet one another
- Open some pattern of conversation
- Seated
- Talk business
- Eye contact Non – verbal messages .

Cordial



Very Friendly

Brisk



active

Collaborative



Work to-gather

Business like

The Climate

1. Friendly

2. Cooperative

Win Win

3. Brisk

Not aimless chat

4. Business like

professional

1st few minuets : standing talk about neutral topics agreeing on procedures

Procedures

Purpose

Plan

Pace

Personalities

EXPLORATION

(١) كل فريق يبذل مجهود ضخم لكي يري الفريق الآخر ماذا يري .

(٢) الاستماع للطرف الآخر

(٣) تجنب مهاجمة أي شيء يذكره الطرف الآخر

(٤) اسأل أسئلة للإستيضاح وليس طلب مبررات .

(٥) أذكر ما قاله الطرف الآخر في عبارات من عندك لكي تتأكد أنك فهمت موقفه .

(٦) أذكر موقفك وساعد الطرف الآخر لكي يفهم موقفك

Now state the points of differences , Find those issues which both parties would like to discuss

- **Be Positive** **Seek agreement .**
- **Take a helicopter View** **Rise**
- **Establish Common goals .**
- **Be Open** **Don't lie or bluff**

Skills

1. Preparation

2. Listening

3. Presentation

BIDDING

BID

OFFERS

كل فريق يقدم العرض الخاص به فيما يتعلق بكل عنصر من عناصر موضوع التفاوض .

a. What should you bid ?

The HIGHEST DEFENSIVE BID

b. How to present the bid?

Clearly

Firmly

Without Justification

Without Apology

6. How to respond to a bid

Understand exactly what they have bid

Does the figure include

Ask questions to clarify what you heard

Avoid asking questions starting with why

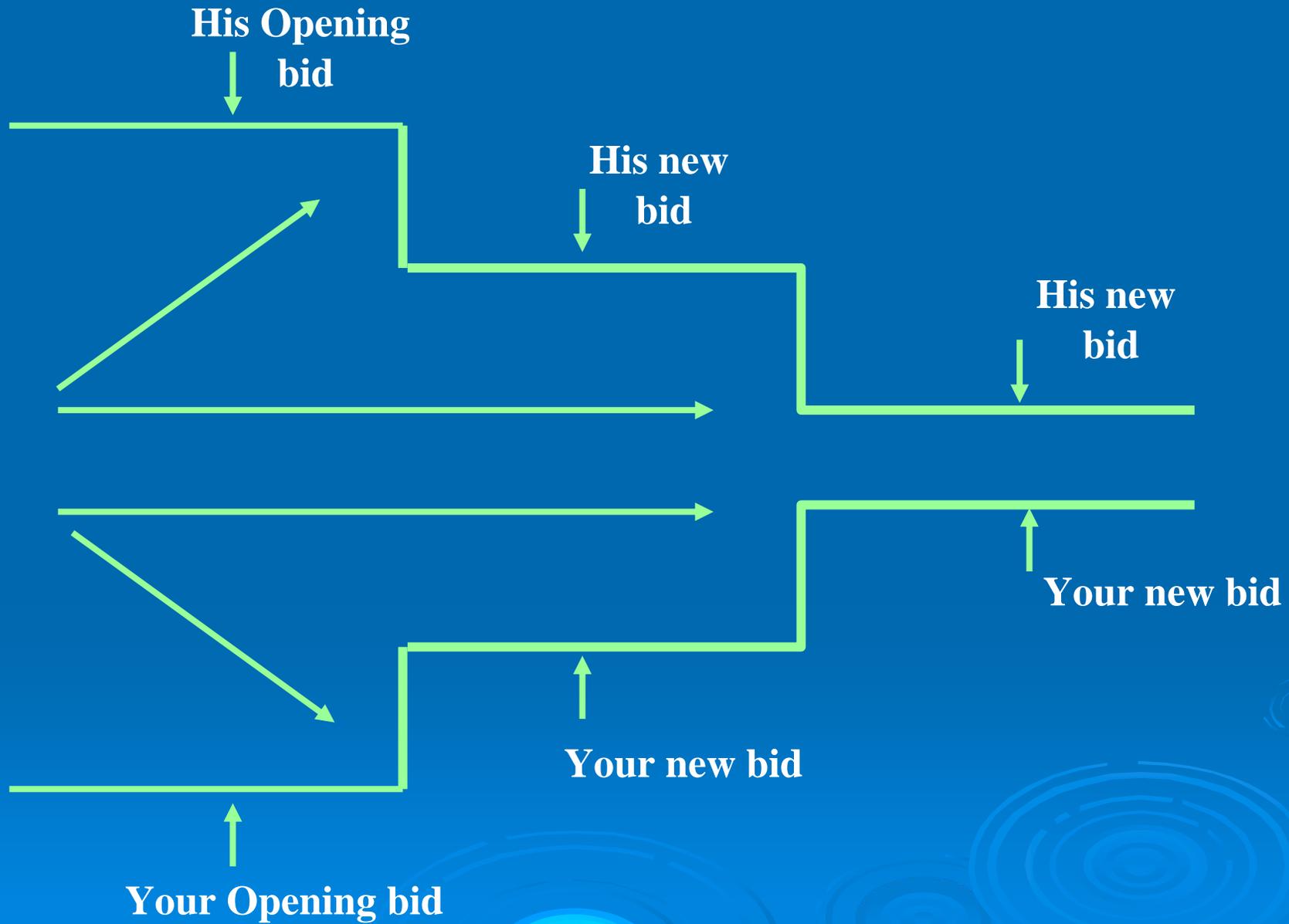
Make a counter offer

Identify areas of agreement and the areas of differences

BARGAINING

Offering a change in your bid in return for a change in his bid

- **Check each item of the other's bid .**
- **Why they require that particular output .**
- **How important it is to them .**
- **How flexible the other party on this issue**



Skills

- **Be positive**
- **Take a helicopter view**
- **Avoid aggression**
- **Ask do not TELL**
- **Confront Issues not people**
- **Prepare**
- **Establish common goals**
- **Be open**
- **Do not tell the other party what is good for them**