

Negotiation Skills



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Learning outcomes

- Define what is meant by negotiation and apply that to a number of different contexts
- Identify factors that can determine the outcome of a negotiation
- Plan a strategy for successful negotiation
- Understand the principle of 'win-win' negotiations



What is negotiation?

Negotiation takes place when two or more people, with differing views, come together to attempt to reach agreement on an issue. It is persuasive communication or bargaining.

“Negotiation is about getting the best possible deal in the best possible way.”



Types of negotiation

- **Distributive (win-lose)**
- **Integrative (win-win)**
- **Benefits of win-win**



What have you negotiated?

- What have you successfully negotiated ?
- What factors helped enable your success?



Planning to negotiate

- **Establish your objectives**
- **Establish other party's objectives**
- **Frame negotiation as a joint search for a solution**
- **Identify areas of agreement**
- **Trouble shoot disagreements: bargain & seek alternative solutions, introduce trade offs**
- **Agreement and close: summarise and ensure acceptance**

Group exercise: The Winkleybottom Mast





How to influence others

- **The three 'Ps':**
 - Position (power?)
 - Perspective (empathy)
 - Problems (solutions)



Factors for success

- **Legitimacy** of your case
- **Confidence** in presenting it
- **Courtesy** to the other party
- **Adaptation** to the other party's style
- **Rapport**
- **Incentives and trade offs**
- **Research** the bigger picture



Tips

- **Aim high to begin with – easier to lose ground than gain**
- **Give concessions ‘reluctantly’**
- **Break down complex deals**
- **Language:**
 - Make proposals with open questions such as:
 - *“what would happen if we...?”*
 - *“suppose we were to...”*
 - *“what would be the result of?”*
 - Dealing with stone-walls: *“what would need to happen for you to be willing to negotiate over this?”*
- **Always get agreement in writing**



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