



Ministry of Higher Education and Scientific Research
AL-Mustaqbal University College of Science
Department of medical biotechnology



Biochemistry

Lecture 8

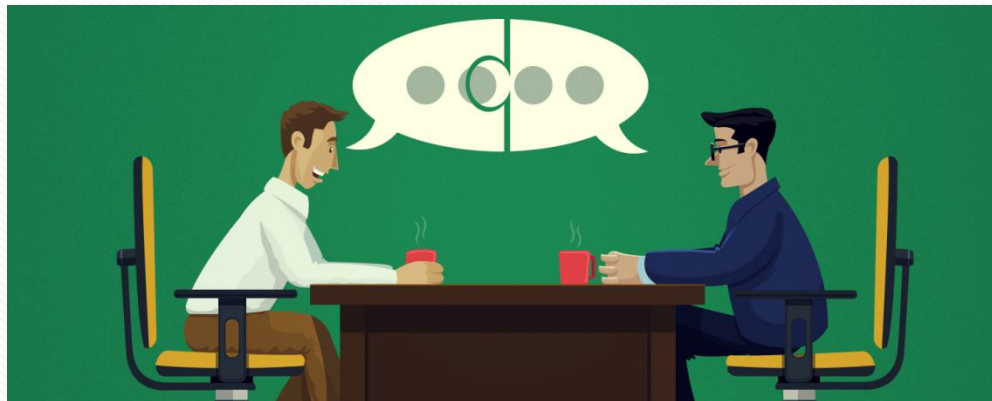
Negotiation Skills

By

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What Is Negotiation Skills?

- The process in which two parties agree upon exchanging goods or services
- Negotiation is a conversation leading to agreement
- Negotiation is a method by which people settle differences. It is a process by which compromise, or agreement is reached while avoiding argument and dispute

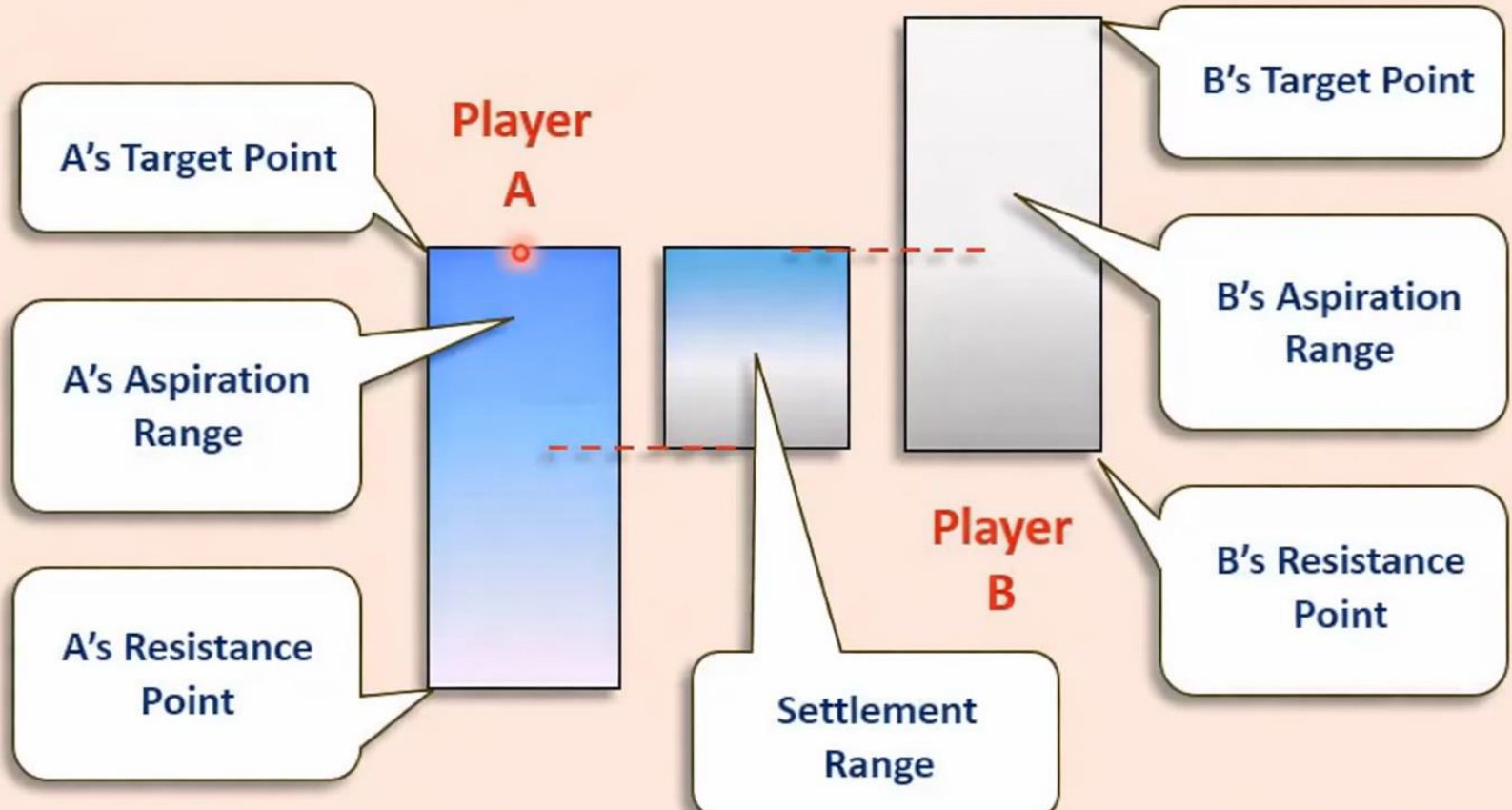


Bargaining Strategies

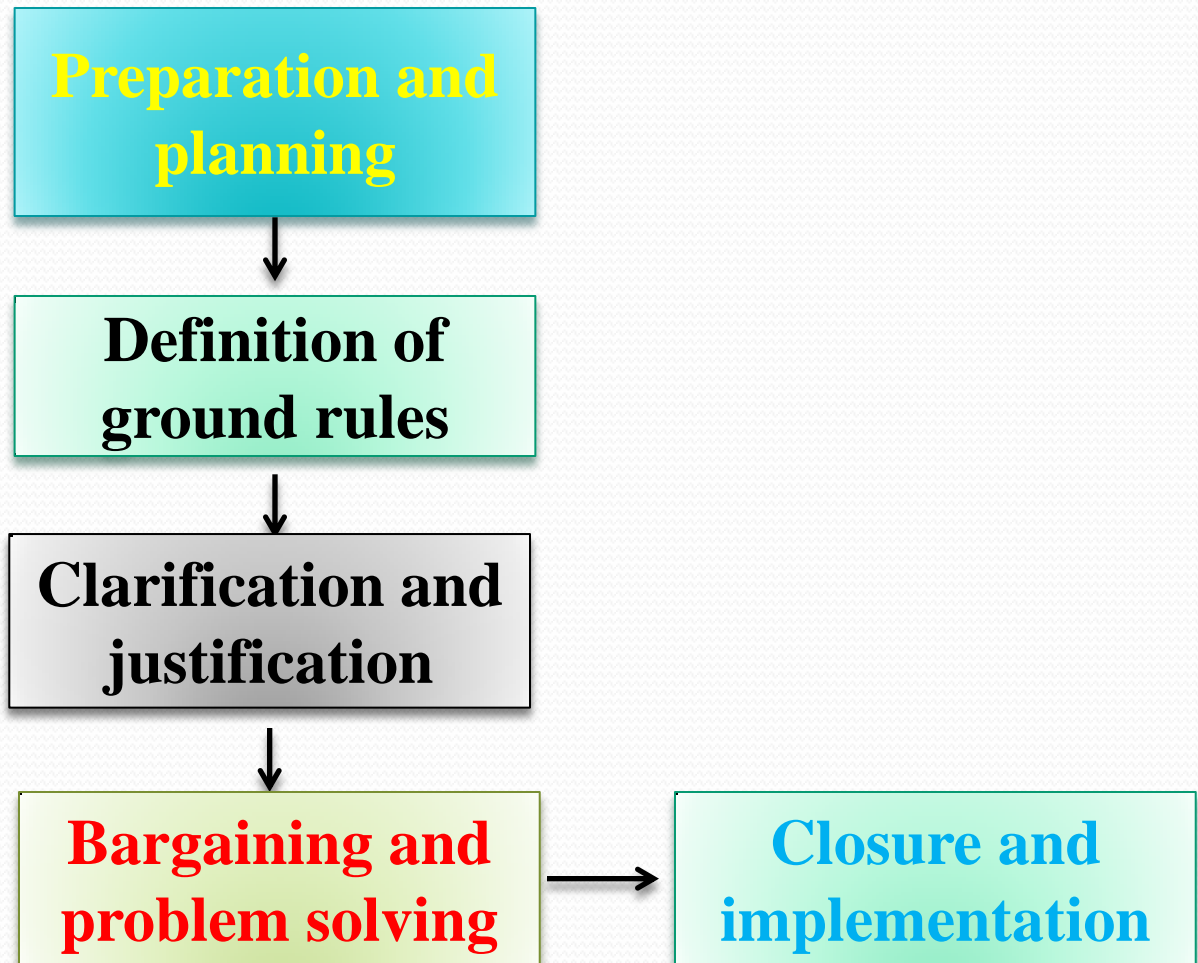
- There are two main approaches – distributive and integrative.
- Distributive bargaining seeks to divide up a fixed amount of resources and often creates a win/lose situation.
- Integrative bargaining seeks one or more settlements that can create a win-win situation for all parties involved.



Distributive bargaining Zone



The Negotiation Process



Prepare for your opponent through collecting data

- History
- Competitor's situation
- Needs and demands
- Success story
- Failure story
- Relationship degree
- Deadline
- Financial situation



Tips Before Starting Negotiation

- Attend to the meeting room early
- Engage to a friendly conversation
- Use the names and learn about the other team
- Develop good working relationship to focus on the task
- Try to reach the round table style
- Use the opening phrases reminding that you are here to reach agreement.
- Don't start the negotiation if you found a win-lose meeting room set up

Individual Differences in Negotiation

Personality traits

- Extroverts tend to be weaker at negotiation because they will want people to like them.
- Intelligence is not an indicator of effective negotiation skills.

Mood and emotion

- Anger is often an effective tool in distributive bargaining,
- whereas positive moods are helpful in integrative bargaining situations.

Individual Differences in Negotiation – Cont.

Culture

- American negotiators will often make the first offer, Japanese negotiators will often wait, North Americans use facts to persuade, Arabs use emotions, Russians speak more in ideals, Brazilians tend to say no when negotiating much more than Americans or Japanese negotiators will do so.

Gender

- Women may appear more tender in the process where men come across as tough. On the average.

During Negotiation, Focus on:

- Providing rational analysis, reasoning, Logic, Data, Pros vs. Cons, cost vs. benefits & pain and gain
- Focus on The issues, on situational factors, on each bargaining episode, Not your opponent and his / her characteristics
- Ask diagnostic questions, persuasive argument, active listening & brainstorming techniques
- Use the right words and expressions



Negotiation Successful Attitudes

- It is all about agreement & no probability for failure
- Conflicts do not destroy respect
- We are entitled to disagree
- Time is investment rather than waste
- Build on points of agreement
- Empathy
- I do my job, you do your job



Advices for Effective Negotiation

1. Listen to others point of view first
2. Supply with enormous amount of materials and documents
3. keep some selling points in reserve for next meetings
4. Use your sense of humor properly
5. Pretend that you are uninformed about the subject and ask for time
6. Withdraw and ask for breaks or another meeting



Concession Principles Do's

- 1) Use service level concessions
- 2) Concessions should gradually decrease in size
- 3) Concessions are tentative till final agreement is reached
- 4) Help your partner see the value of your concession
- 5) Start negotiation without preconceived ideas
- 6) Know when to stop
- 7) Use silence effectively



Concession Principles Don'ts

- **Don'ts** Use concessions until you know all the demands
- Give concession unless you get one in return
- Be afraid to say no
- Give concessions haphazardly
- Accept the first trial to ask for concessions
- Automatically agree to “let’s split the difference”
- Respond to “give us your best price, and we will see”



Remember

- 80% of concessions are given in the last 20 minutes of negotiation
- Retain your concessions till the end as much as you can

THANK YOU!



**NEGOTIATION
SKILLS**