

Business Negotiations

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NEGOTIATION

- MUTUAL DISCUSSION AND ARRANGEMENT OF THE TERMS OF A TRANSACTION OR AGREEMENT

- Negotiation with:

- Employees
- Suppliers/ Vendors
- Service Providers
- Banks
- Logistic Companies
- Customers

Why Negotiate?

- Conformance to Standards
- Conformance to Productivity Criteria
- Meet Delivery Schedules
- Reduce Costs
- Increase Revenues
- Ensure Profitability
- Ensure Growth

Know Yourself

1. A Personal Inventory
2. How do you FEEL about it?
3. Time Available To Take a Final Decision

Do Your Homework

1. Know the other Party
2. Reputation
3. Does The Other Party Want To Negotiate With You?
4. Cultural Differences
5. Sensitivities

Think

1. Know What You Want
2. Imagine What Other Party Wants
3. Double Think
4. Triple Think

Build Trust

- Avoid Manipulation
- Avoid Suspicion
- Tell the Truth
- Make an Honest Commitment
- Honor What is Committed
- Respect Confidences

Develop External Listening

1. Avoid Inner Dialogue
2. Listen Externally
3. Non-Verbal Messages
4. Facial Expressions
5. Voice Inflections

Move Beyond Positions

- Avoid Vulnerability by Stating Position
- Ask Questions and Know Needs of the Other Party
- Build Trust
- State True Intentions

Own Your Power

- Internal Power
- External Power
- Maintain Power Balance

Know Your BATNA

- Best Alternative To Negotiated Agreement (BATNA)
- Can You Walk Away From The Deal?
- What Other Choices Do You Have?
- What Are The Pros And Cons Of Each Choice?
- Consider BATNA Of The Other Party

Know What is a Win

- What is Your Best Case Scenario?
- What is Your Worst Case Scenario?
- The Middle Ground as Settlement Range
- Do Not Drop Below Bottom Line
- Create WIN WIN

WRITE Everything

- Take Notes During The Negotiation Process
- Record What Has Been Agreed
- Sign An Agreement

Enjoy the Process

- A Process and Not Event
- Predictable Steps
- Prepare And Create Environment
- Identify Interests
- Select Outcomes
- Enjoy The Process To Show Confidence

FUN

FUN is in Making the Deal
and not in Breaking



Thank You.