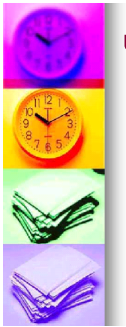


UNIT 6. NEGOTIATIONS



UNIT 6. NEGOTIATIONS



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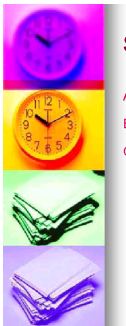
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SYLLABUS

- A. KNOW WHAT YOU WANT
- B. GETTING WHAT YOU CAN
- C. NOT GETTING WHAT YOU DON'T WANT

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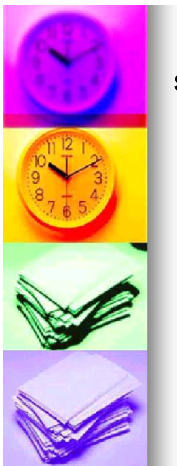
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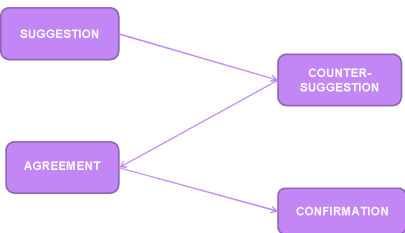
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STRUCTURE OF A NEGOTIATION



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**UNIT 6. NEGOTIATIONS**



■ **TYPES OF NEGOTIATION**

- 1. Agreement-based negotiation
- 2. Independent advantage negotiation
- 3. Win-lose negotiation

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**A. KNOW WHAT YOU WANT**

**PREPARATION FOR A NEGOTIATION**

- Prepare your negotiating position.
- Know your strengths and weaknesses.
- Know your role as part of a team.
- Decide what concessions you could make.
- Prepare support materials.
- Prepare your opening statement.

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**HOW TO MAKE AN OPENING STATEMENT**

- Who makes an opening statement?
- State general objectives
- State priorities
- Be brief
- Minimum/maximum requirements?
- Positive comments on the other side?
- Work with/against the other side?

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**UNIT 6. NEGOTIATIONS**



**LANGUAGE CHECKLIST**

- Welcoming
- First meeting/One of a series
- Stating your aims & objectives
- Stating shared aims & objectives
- Handing over

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**B. GETTING WHAT YOU CAN**

■ **BARGAINING IN NEGOTIATIONS**

Concession rules:

*'A key principle in negotiating is to give a little a get a little at the same time'.*

1. Ask for concessions.
2. All concessions are conditional.
3. Give what's cheap to you and valuable to them.

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■ **ACCEPTING & CONFIRMING**

1. Essential requirement in negotiating.
2. Estate clearly what's being agreed.
3. Repetition & paraphrasing.

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## UNIT 6. NEGOTIATIONS



### ■ SUMMARISING & LOOKING AHEAD

1. Restate the main points of the agreement.
2. Next steps.
3. Next meeting (s).

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### ■ THE ROLE OF THE MAIN SPEAKER

1. Create a joint, public and flexible agenda.
2. Don't talk too much.
3. Listen.
4. Don't fill silences.
5. Build on common ground.
6. Explore alternatives.
7. Be clear, firm and brief.
8. Follow concession rules.

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### ■ THE ROLE OF THE SUPPORT SPEAKER

1. Wait till your main speaker brings you in.
2. Be brief, firm & clear.
3. Follow the concession rules.
4. Support your main speaker:
  - \*Agree
  - \*Emphasize
  - \*Add forgotten points
  - \*Don't make concessions for your main speaker
  - \*Listen
  - \*Don't fill silences

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**UNIT 6. NEGOTIATIONS**



**C. NOT GETTING WHAT YOU DON'T WANT**

■ Dealing with conflict

Don't...	Do...
Be sarcastic	Ask questions
Attack	Listen
Criticise	Summarise
Threaten	Build on common ground
Blame	Explain your feelings

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**TYPES OF NEGOTIATOR**

■ Which negotiator are you?



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**REJECTING**

- Ask for an adjournment.
- Discuss options.
- Remember your limits.
- Decide if your interests are being met.

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**UNIT 6. NEGOTIATIONS**



**AFTER THE NEGOTIATION**

- Compare the result
- Examine the process
- Learn from failure
- Build on success

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**NEGOTIATIONS**



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**To learn more...**

- <http://almirez.ual.es/search/X?SEARCH=negotiation&SORT=D&searchscope=4>

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