

Chapter 1

Defining Negotiation and Its Components

Defining Negotiation

Human interaction is essentially negotiation.

Intimidating, chiseling, and tricking are NOT negotiation.

Negotiation Is Personal

- Emotions, temperament, and personality affect needs, interests, goals, and perspectives.
- Ego, self-concept, and fears affect our needs.
- Attitude affects our needs and our negotiation.
- Knowledge of self is the starting point toward building effective negotiation skills.

Not Everything Is Negotiable

- Every person has limits to what he/she will give and take.
- Not everything SHOULD be negotiated:
 - Potential for MUTUAL BENEFIT is a prerequisite to negotiation.

Components of Negotiation

- Personality
- Approach
- Style
- Temperament
- Perception
- Interests
- Goals
- Needs
- Values
- Power
- Type of Conflict
- Substantive Issues
- Alternatives

How Do You Know What You Know?

- What do you know?
- Beliefs may be confused with Assumptions.
- Critical thinking includes asking: “Why?”

Fifteen-Step Plan

- Practice critical thinking and empathy.
- Study psychology, sociology, communication, and conflict.
- Know yourself.
- Know negotiation styles and temperaments.
- Communicate effectively.
- Acknowledge cultural and contextual differences and expectations.
- Understand the dynamics of power.
- Identify interests and goals before you negotiate.
- Be assertive.
- Be persuasive.
- Be prepared and avoid common mistakes.
- Use tactics that work for you and understand other tactics.
- Know when to walk away.
- Know how to evaluate your performance and improve.