

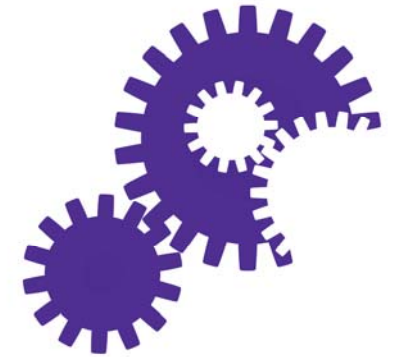
Negotiation Skills

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Session objectives

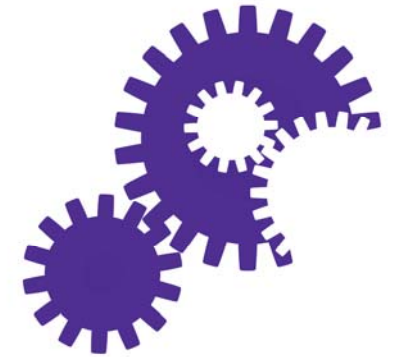


At the end of the session participants will be able to:

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

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What is negotiation?

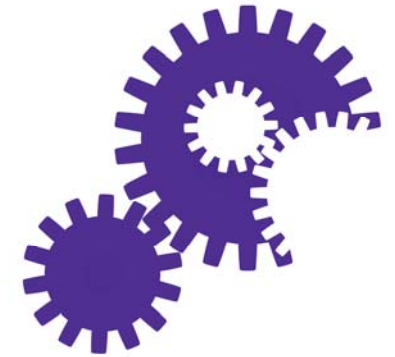


Negotiation takes place when two or more people, with differing views, come together to attempt to reach agreement on an issue. It is persuasive communication or bargaining.

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

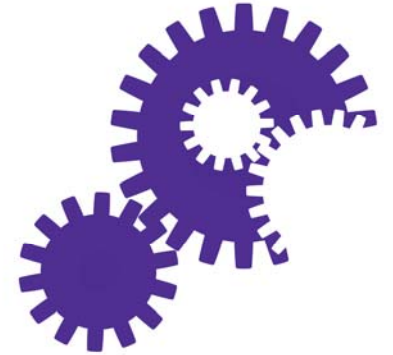
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Types of negotiation



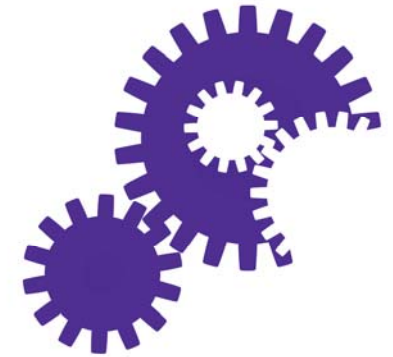
- Distributive (win-lose)
- Integrative (win-win)
- Benefits of win-win

What have you negotiated?



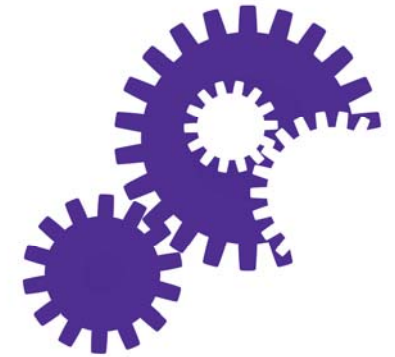
- What have you successfully negotiated ?
- Were you happy with the outcome ?
- What things were important to your success?

Six stages of negotiation

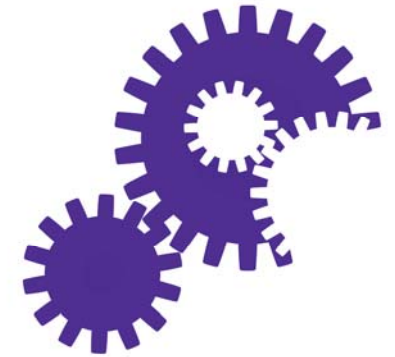


- Establish your objectives
- Establish other party's objectives
- Frame negotiation as a joint search for a solution
- Identify areas of agreement
- Trouble shoot disagreements: bargain & seek alternative solutions, introduce trade offs
- Agreement and close: summarise and ensure acceptance

Group exercise: The Winkleybottom Mast



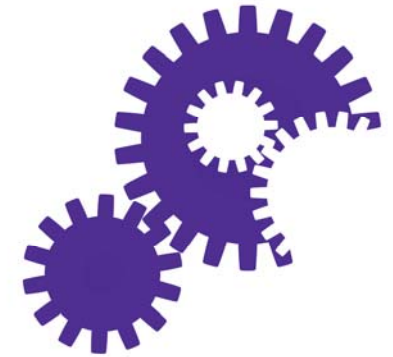
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Negotiating skills

- Tact & diplomacy
- Awareness of body language
- Effective listening skills
- Assertiveness
- Empathy
- Patience
- The ability to remain calm & deal with conflict
- Accurate note taking/record keeping

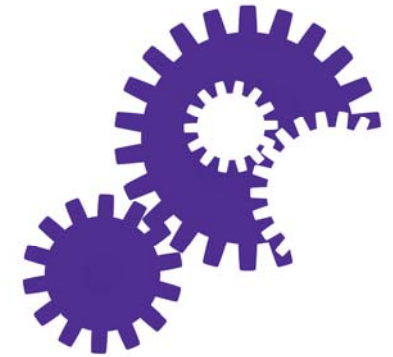
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How to influence others

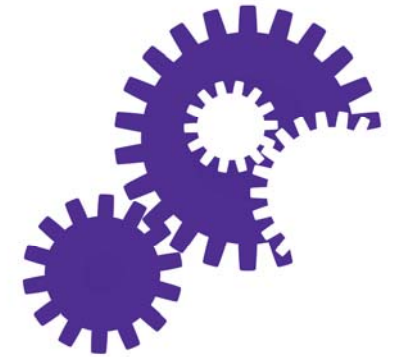
- The three 'Ps':
 - Position
 - Perspective
 - Problems
- Underpinned by:
 - Legitimacy of your case
 - Confidence in presenting it
 - Courtesy to the other party
 - Adaptation
 - Rapport

Tips



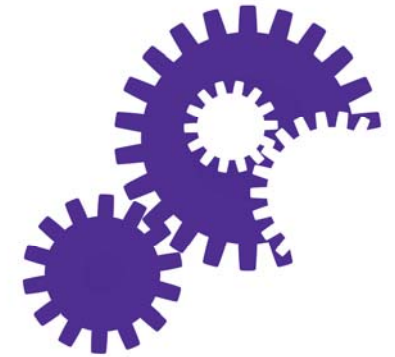
- Aim high to begin with – easier to lose ground than gain
- Give concessions ‘reluctantly’
- Break it down
- Thank the other side when they have granted a concession
- Make proposals with open questions such as:
 - *“what would happen if we...?”*
 - *“suppose we were to...”*
 - *“what would be the result of?”*
 - *“in what way could we...”*
 - *“how can we take this forward?”*
- 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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