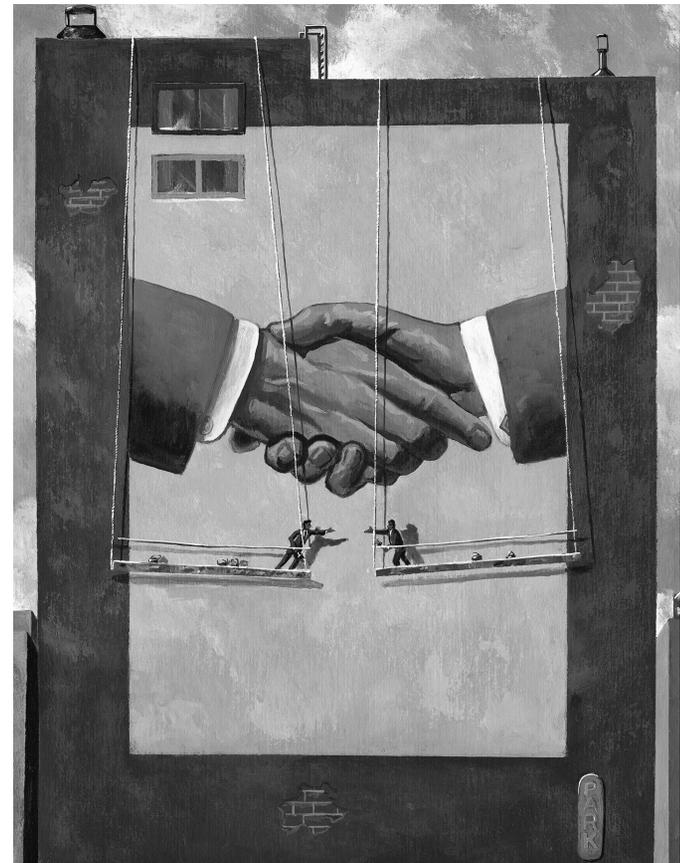


Welcome to:

Negotiation Basics



Learning Objectives

- Explore negotiation opportunities and approaches
- Practice the steps for effective negotiations
- Become familiar with negotiation skills, strategies, and tactics

Agenda

Introduction	30 minutes
Module 1: An Introduction to Negotiation	70 minutes
Break	10 minutes
Module 2: Attitudes and Approaches	105 minutes
Lunch Break	30 minutes
Module 3: The Negotiation Process	95 minutes
Break	10 minutes
Module 4: Strategies and Tactics	105 minutes
Conclusion	15 minutes

Negotiation: Practical Definitions

- A formal discussion
- A process used to satisfy our needs
- An exchange of something we have for something else
- Closely related to conflict
- Part of everyday life

Types of Negotiation

- Everyday (Casual) Negotiations
- Informal Negotiations
- Formal Negotiations
- Facilitated Negotiations
- Critical Negotiations

Activity: Negotiation Types

- Break into 5 groups
- Be assigned one of the negotiation types (pp. 10-14)
- Read the information, discuss the example, come up with key points (15 min.)
- Report and give examples on your negotiation type

Negotiation Styles

- Forcing/Adversarial (win/lose)
 - Negotiator demonstrates “I must win” attitude
- Accommodating (lose/win)
 - Negotiator “just gives in” to the other party
- Compromising (give/get)
 - Negotiator sincerely feels he/she must give up something to get what he/she wants
- Collaborative/Non-Adversarial (win/win)
 - Negotiator aims at problem-solving so both parties win

Attitudes Affect Outcomes

Attitude → Approach → Objectives →
Negotiation Style → Outcome

Your attitude will influence your approach, your objectives control the way you negotiate, and the way you negotiate definitely affects the outcome.

The Give/Get Principle

Formula 1: Both parties are prepared to give and get

Formula 2: One is willing to give if it gets; the other is willing to give after it receives

Formula 3: Neither party is willing to give until it receives

Causes of Conflict

- Differences in needs, objectives, and values
- Differences in perceiving motives, words, actions, and situations
- Differing expectations of outcomes—favorable vs. unfavorable
- Unwillingness to work through issues
- Unwillingness to collaborate or compromise

Conflict Resolution Styles

- Avoidance
- Accommodating
- Win/Lose
- Compromising
- Problem Solving

Preparing to Negotiate

- Form groups of 3-5
- Each person share a negotiation situation
- Select one person's situation
- Question that person from each area of the checklist
- Review and discuss the checklist items (15 min.)

Preparation Summary

- Think before you speak
- Look before you leap
- Prepare before you negotiate

Seven Basic Steps in Negotiating

- Step 1:** Getting to know the negotiators, including yourself
- Step 2:** Making a statement of goals and objectives
- Step 3:** Starting the process
- Step 4:** Revealing disagreement and conflict
- Step 5:** Ironing out the differences—reducing the negotiating distance
- Step 6:** Communicating to find alternatives for resolution
- Step 7:** Reaching agreement in principle, settlement, and acknowledgment

Step 1: Getting to Know the Negotiators

- Negotiators include you
- Know the other person
- Know the other's level of authority

Step 2: Stating Goals and Objectives

- Begin with the end
- Use positive communication skills
- Set a positive atmosphere

Step 3: Starting the Process

- Present the issues
- Combine or split the issues
- Deal with issues one by one

Step 4: Revealing Disagreement and Conflict

- Conflict is natural
- Conflict is informative
- Identify wants vs. needs

Step 5: Narrowing the Gap Between Negotiators

- Be flexible
- Present options
- “Echo” responses

Step 6: Finding Alternatives for Resolution

- “Unfix” your position
- Listen actively

Step 7: Agreement in Principle, Settlement, and Acknowledgment

- Put it in writing
- Acknowledge hard work
- Allow time for acceptance
- Review the negotiation

Seven Steps Activity

- Form groups of 3 or 4
- Groups receive handouts with a scenario and questions
- Groups read the scenario and answer the questions (15 min.)
- Class will review groups' responses aloud together

Strategies and Tactics

- **Strategy:** Overall plan of action employed in a negotiation
- **Tactics:** Step-by-step methods used to implement the strategy

Five Basic Strategies

- Lowball
- Pinpoint the need
- Challenge
- Defer
- Split the difference

Other Negotiation Strategies

- Form 8 groups or pairs
- Be assigned a negotiation strategy from pp. 71-76
- Read about your strategy and the example; discuss using that strategy (10 min.)
- Report on your strategy and discussion

Negotiation Role-Play

- Form groups of 4
- Read the scenario on p. 83 and each member choose a character
- Individually answer the questions on p. 84 and fill out the Negotiation Preparation Checklist
- Have a negotiation interaction (5 min.)
- Discuss the interaction using the questions on p. 86 (10 min.)