



Some Suggested Practices to be Followed in Negotiation

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Contents

- Introduction
- Negotiation is an integral part of daily life and the opportunities to negotiate surround us. While some people may look like born negotiators, negotiation is fundamentally a skill involving analysis and communication that everyone can learn.

THE BEST 10 PRACTICES:

- 
1. Be prepared
 2. Diagnose the fundamental structures of the negotiation
 3. Identify and work the BATNA
 4. Be willing to walk away
 5. Master the key paradoxes of negotiation
- ◆ Striking by your principles versus being resilient to the flow
 - ◆ Sticking with the strategy versus opportunistic pursuit of new options
 - ◆ Honest and open versus closed and opaque
 - ◆ Trust versus distrust

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6. Remember the intangibles
 7. Actively manage coalitions
 8. Savor and protect your reputation
 9. Remember that rationality and fairness
are relative
 10. Continue to learn from the experience
- (a) Plan a personal reflection time after each negotiation
 - (b) Periodically “take a lesson” from a trainer or coach
 - (c) Keep a personal diary on strengths and weaknesses and develop a plan to work on weaknesses
- ** Moreover, even the best athletes-in almost any sport-have one or more coaches to “take lesson”

Best Practices

1. Preparation
2. Structure Diagnosis
3. BATNA
4. Be willing to walk
5. Master negotiation paradoxes



(Lewicki, Saunders & Barry, 2011)



Wise Negotiation

DON'Ts

Don't see it as a contest

Don't bargain over positions

Don't attack people

Don't focus on differences

Don't search for the one right solution

DOs

See it as a joint effort,
think Win-Win

Solve a problem jointly

Attack the problem

Focus on common interests

Be creative, brainstorm multiple options to choose from

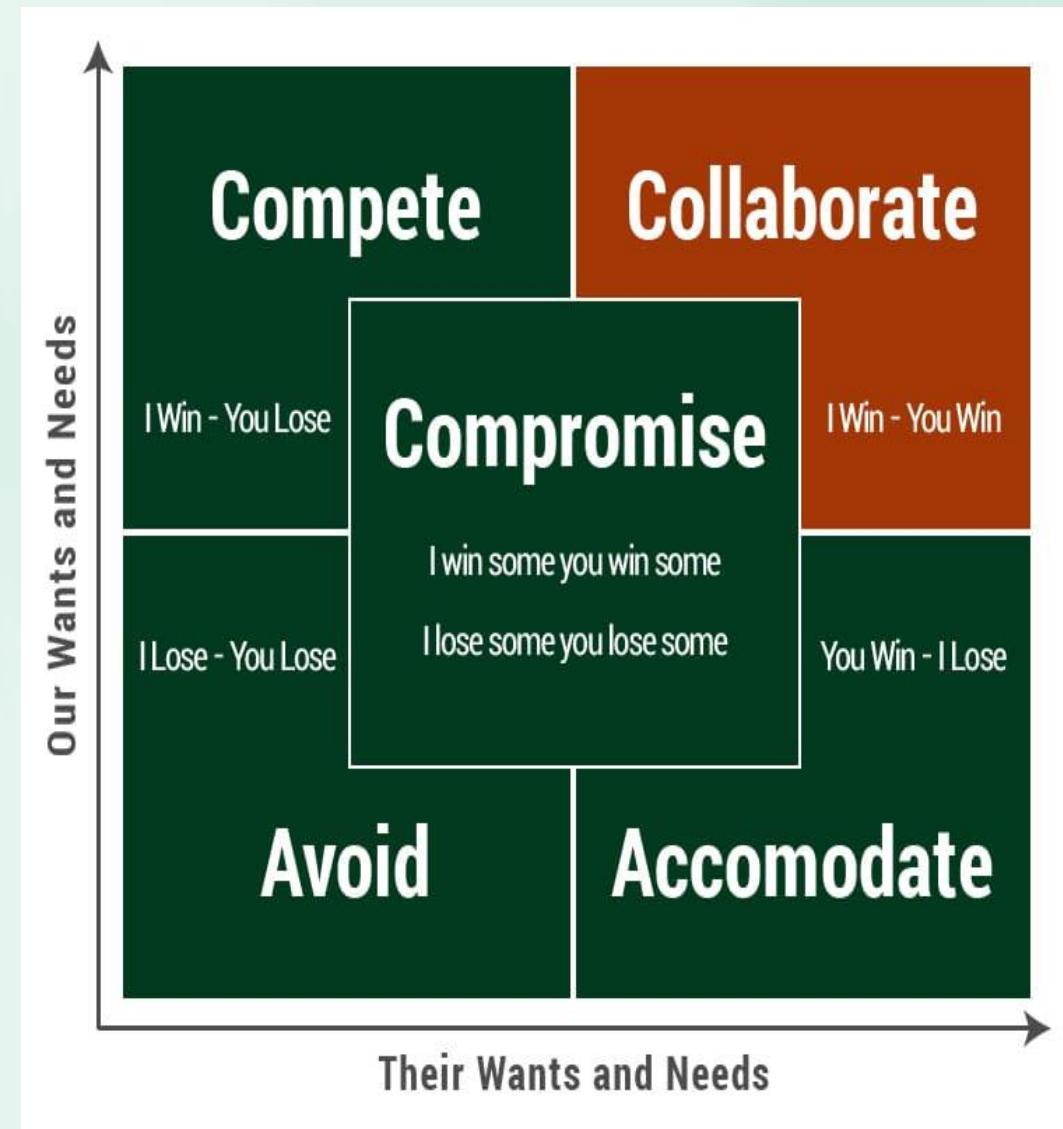




Skills & Best Practices: Seven Steps To Negotiating Your Salary

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1. Know the going rate
2. Don't fudge your past compensation
3. Present cold, hard proof of your value
4. Let the other party name a figure first
5. Don't nickel-and-dime
6. Avoid extravagant extras
7. Seek incentives and practical perks



- “We're fascinated by the words--but where we meet is in the silence behind them.”
— Ram Dass
- “Let us never negotiate out of fear. But let us never fear to negotiate.

[Inaugural Address, January 20 1961]

— John F. Kennedy

- “We cannot negotiate with people who say what's mine is mine and what's yours is negotiable.”

[The Berlin Crisis: Radio and Television Address to the American People (The White House, July 25, 1961)]”

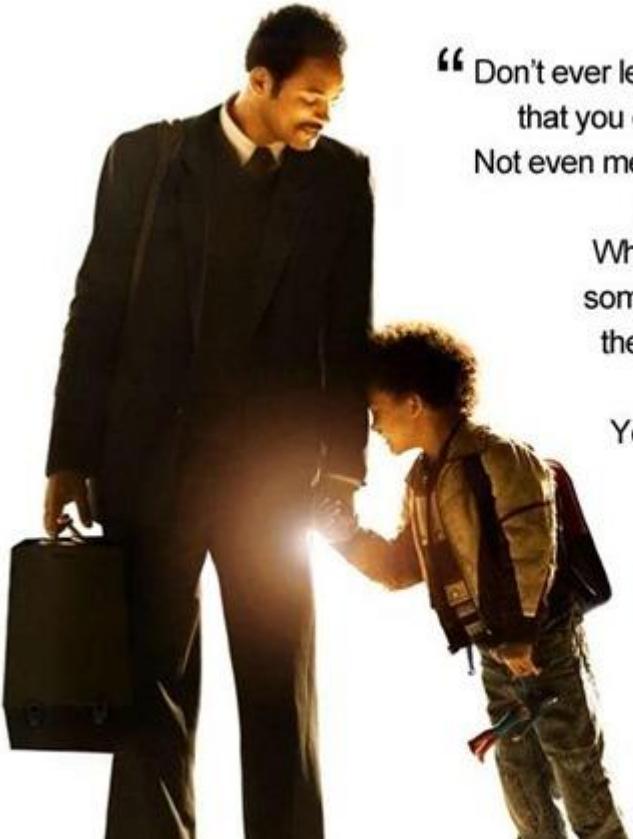
— John F. Kennedy

- “International peace negotiations need more value creation than value claiming. The more we create value for peace and development, the easier it is going to be to claim value for nuclear weapons free world.”
— Amit Ray, Peace on the Earth A Nuclear Weapons Free World

- “The key to resolving international conflict with a positive outcome includes looking for a win-win situation, finding common ground, formulating proactive strategies, using effective negotiation and communication, and appreciating cultural differences.”
— Amit Ray, Peace on the Earth A Nuclear Weapons Free World
- “Explain the value and justify the cost - People don’t mind paying; they just don’t like to overpay.”
— Chris Murray, Selling with EASE: The Four Step Sales Cycle Found in Every Successful Business Transaction
- “Any negotiation has a limit.
Otherwise, war is irrelevant.”
— Toba Beta, My Ancestor Was an Ancient Astronaut
- “In a negotiation, we must find a solution that pleases everyone, because no one accepts that they MUST lose and that the other MUST win… Both MUST win!”
— Nabil N. Jamal

Success is going from failure to failure without loss of enthusiasm.

**Winston Churchill
(1874-1965)**



“ Don’t ever let someone tell you
that you can’t do something.
Not even me. You got a dream,
you gotta protect it.
When people can’t do
something themselves,
they’re gonna tell you
that you can’t do it.
You want something,
go get it. Period.”

~ Will Smith
(The Pursuit of Happiness, film)

RELEVANT CASES

- Case study
 - part A: conflict
 - part B: Negotiation
- Case study
 - Part A: introduction
 - Part B: Some facts related to the conflict situation
 - Part C: Analysis
 - Part D: How to resolve
 - Part E: Outcome
- Case study
 - Write a scenario
 - to keep a conflict record and analysis