

Effective Negotiation - Getting To Yes 1

Part One



Dr. Ali Qassem

www.aliqasseminternational.com

Oxford dictionary defines negotiation as a “discussion aimed at reaching an agreement”. Other resources define it as “a method by which people settle differences; a process by which compromise or agreement is reached while avoiding argument”.

Negotiation is a key skill that is needed in business, government bodies, politics, non-government organizations, non-profit organizations, among nations, and in personal everyday life.

It is a dialogue between two or more parties, intended to reach an understanding, resolve a point of difference, resolve conflict in a way that satisfy the involved parties.

Today, conflict is seen as a natural occurrence, a natural part of life, and a normal outcome of human interaction. In other words, no matter how hard we try to avoid it, conflict enters our lives from time to time.

Conflict and disagreement happen as results of the different needs, wants, aims, and beliefs of people. Without proper negotiation such conflicts would lead to argument and resentment.

Without proper negotiation one or all of the parties would feel dissatisfied. Negotiation is trying to reach an agreement without causing future barriers to communications.

Successful negotiation means looking for positive solutions in every circumstance and avoiding some common mistakes that lead to argument and resentment.

The first mistake that leads to negotiation failure is poor planning.

In order to negotiate successfully, one has to make a detailed plan, set priorities, arrange the correct timing, prepare alternatives, and know the bottom line.

Ignoring is one of the emotional communication blockers; hence, not paying full attention to the other party is another mistake that leads to negotiation failure.

Paying full attention to the other party allows you understand his point of view, perception, and his body language; all from which you can prepare your response.

Failing to realize and understand the individual differences is another mistake of conducting successful negotiation.

People are different and each individual has differences. These differences may not be negative and they would create benefits. However, these differences can create big problems if they are ignored.

Another mistake of conducting negotiation is failing to understand and be aware of the other party's emotions and deal with them in the right and appropriate manner.

I do not agree with some authors who suggested that "emotion has no place in a successful negotiation".

Emotions are the force of life. They are essentially motivators that will motivate us to cope with our environment and act either positively or negatively, - the emotional reaction to a specific situation cannot be predicted - and hence, our emotions have a significant impact on our attitude, behaviour, and performance.

Negotiation is a dialogue between two or more parties, intended to reach an understanding; to sell an idea or a solution that satisfy both parties. Selling of any kind is never logic alone; but logic and emotion.

It is important to understand that, as Dale Carnegie said, "When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotions".