

# Effective Negotiation - Getting To Yes

## Part Two



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Negotiation is a part of our daily life and, in business; it is imperative and extremely critical to any business success.

It is a skill, an art, and a process that requires a lot of knowledge, discipline, patience, strategies, and using basic instincts.

It also necessitates excellent self image, high confidence, strong self esteem and keeping eye and thoughts on the big picture while focusing on the process. We, when we do any transaction, we do not actually do the result; we execute the process that will lead to the result.

In this article there are some points and suggestions that will help you to improve your ability, skills and strategies that will lead you to get to *YES*.

Sun Tzu (6th century BCE), who was a Chinese general, military strategist, and author of *"The Art of War"*, stated that: "If you know your enemies and know yourself, you will not be imperiled in a hundred battles. If you do not know your enemies but do know yourself, you will win one and lose one. If you do not know your enemies nor yourself, you will be imperiled in every single battle".

This is true and is important key of the negotiation process. It is important to have some knowledge about the other party's strengths and weaknesses; so that you can be prepared for the strengths and capitalize on the weaknesses.

However, you must make sure that you are negotiating with the right person and that he has the capability and power to make the final decision.

It is also important to be familiar with the key points of the subject matter of the negotiation. They may include price, limits, management policies, goals, budget and the like. Establish a strong foundation early in the process by demonstrating your knowledge and expertise of the negotiation subject matter.

The second key point in successful negotiation is to think win-win and to have a powerful strategy.

Dictionaries define strategy as, "A plan of action or policy designed to achieve a major or overall aim". In business, we believe that 'strategy' is doing things in ways that are better than rivals' ways.

In other words, as Harvard Business School Professor Michael Porter suggested, "strategy is all about escaping that model of 'perfect competition' and instead creating a strong position for your product or service that allows it to garner outsized profits".

Successful negotiation requires the negotiator to understand the other party's priorities.

It also requires the negotiator to determine what he believes to be acceptable by the other party without losing the bottom line. It might be the quality, price, delivery time and method, follow up and the like.

The third key point in successful negotiation is to concentrate on taking maximum advantage of your strengths. If your negotiation subject matter for example is in great demand and low supply, then you have tremendous power to name your price.

The fourth key point in successful negotiation is to have patience, tolerance, respect, empathy and be a good listener.

The fifth key point in successful negotiation is to avoid misunderstandings. Offers should be presented clearly and include all elements of the subject matter.

Another key point in successful negotiation is to have a sense of timing, creativity, awareness, understand the other party's body language and being able to anticipate the other party's next move.