

# Top Ten 2020 Skills Project

## SKILL 9 – NEGOTIATION

Negotiations as a chance for better management



9. Negotiation

## Negotiations as a chance for better management

- ✓ Aim – Overall information about negotiations
- ✓ Objectives;
  - Understanding the importance of negotiation in achieving success
  - Preparation for conducting negotiations
  - Understanding the rules of negotiation
- ✓ Content
  - Negotiation rules
  - Negotiation teams
  - Negotiation mistakes



## Negotiations as a chance for better management

*"Every time two or more people meet, they have to negotiate to reach an agreement."*

*Jim Thomas "Negotiate to win."*



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## Negotiations as a chance for better management

**Negotiations** - are the basic way to get what we want from others. It is a feedback process of communicating in order to reach an agreement, in a situation where you and the other party are bound by certain interests, some of which are common and others contradictory.

*(Roger Fisher, William Ury, Bruce Patton)*



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## Negotiations as a chance for better management

### *Negotiation's rules*

- ✓ Be patient – patience enables better control and more rational agreement
- ✓ Be positive – optimism creates a positive atmosphere
- ✓ Gather information – get to know the other side
- ✓ Know your status – relationship with the other side
- ✓ Know your opening offer
- ✓ Know your BATNA
- ✓ Be prepared
- ✓ Avoid emotional reactions
- ✓ Avoid being intimidated

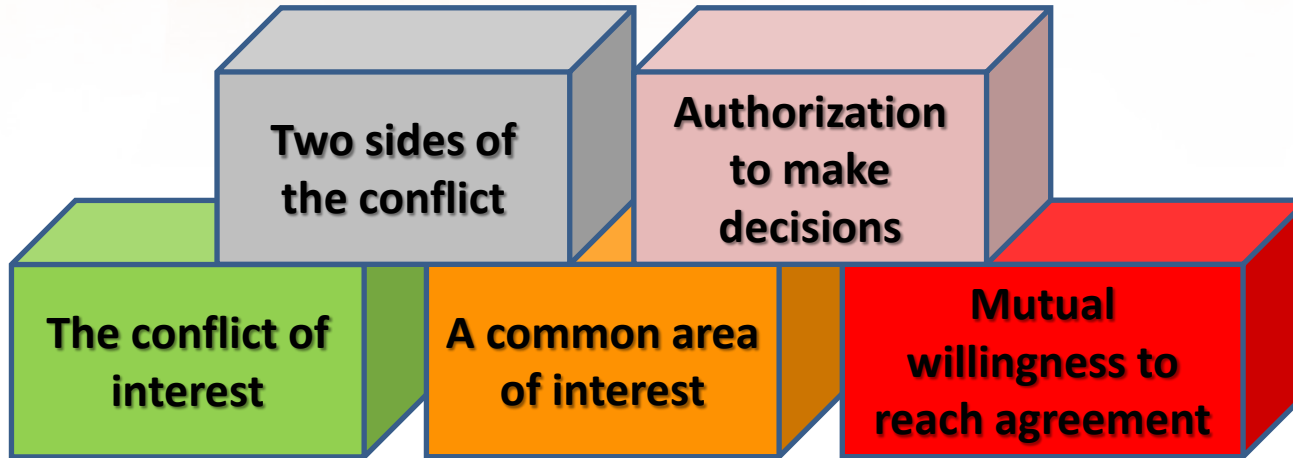


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## Negotiations as a chance for better management

### *The essence of negotiations*



## Negotiations as a chance for better management

### *Negotiation's levels*

**INTERPERSONAL**

**IN ORGANIZATION**

**INTERORGANISATIONAL**

**INTERNATIONAL**



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## Negotiations as a chance for better management

### ***Negotiate if:***

- ✓ you have an area of common interest
- ✓ there is mutual willingness to conclude a contract
- ✓ when the expected outcome of the negotiations justifies the time and the effort that is necessary to carry them out
- ✓ you have no other way to achieve the goal.





## Negotiations as a chance for better management

### ***Negotiate if:***

- ✓ persons who are to negotiate have the authority to take a final decision
- ✓ you are properly prepared
- ✓ you are not in a state of strong emotional tension.



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## Negotiations as a chance for better management

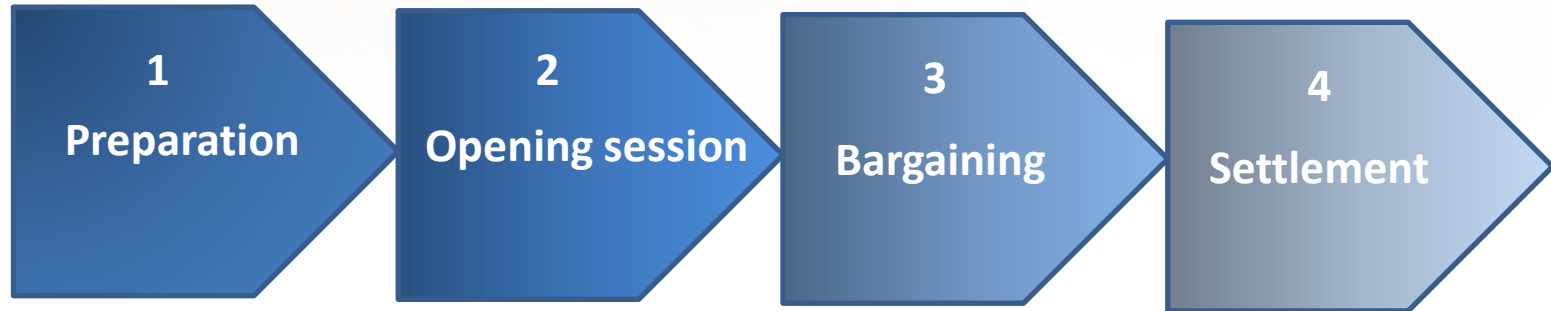
### ***Do not negotiate if:***

- ✓ the chances of success are negligible
- ✓ you can not gain anything, and the other side can get much at your expense
- ✓ negotiators have mastered excessive emotional arousal
- ✓ there are other, better ways to meet your needs
- ✓ the subject of the negotiations is too small in relation to the estimated cost of negotiations



## Negotiations as a chance for better management

### *The negotiation process*



## Negotiations as a chance for better management

Beginner negotiators spend 30% of the time to prepare and 70% to negotiate. Experienced negotiators do the opposite "

*(Secrets of Effective Experiences)*



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## Negotiations as a chance for better management

***“Strategy 4W+H”***



**WHAT?**

**WHO?**

**WHEN?**

**WHERE?**

**HOW?**



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## Negotiations as a chance for better management

### *The goals of negotiations should be:*

The aim of negotiations is to reach an agreement enabling the legitimate interests of both parties to be realized to the maximum extent.

The goal of the negotiations should be **SMART**, ie:

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Acceptable**
- ✓ **Realistic**
- ✓ **Time bounded**



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## Negotiations as a chance for better management

### YOUR BATNA

**B**EST  
**A**LTERNATIVE  
**T**O A  
**N**EGOTIATED  
**A**GREEMENT

... which is the best alternative to the negotiated agreement



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## Negotiations as a chance for better management

### **BATNA** consists in:

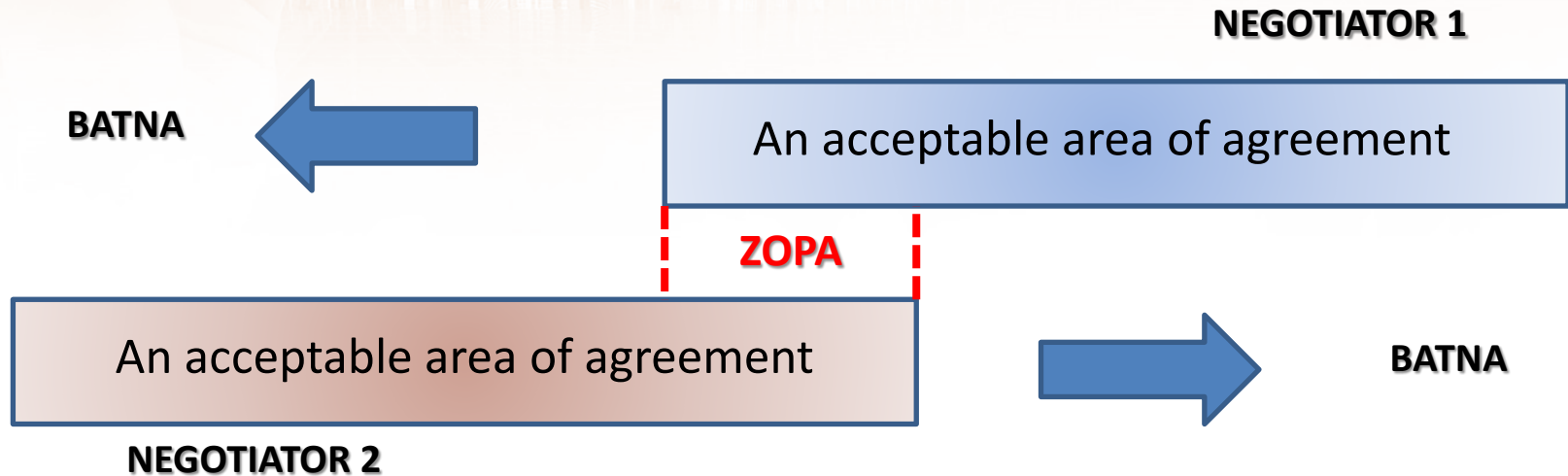
- ✓ comparing our alternatives with the other party's proposals
- ✓ identification of the other party's **BATNA**
- ✓ readiness to break talks if **BATNA** proves more attractive than the benefits that can be achieved during negotiations.





## Negotiations as a chance for better management

**ZOPA** - area of potential agreement



## Negotiations as a chance for better management

### **BATNA** - *your certainty in negotiations*

**A sense of strength  
and certainty**

**Help in finding  
solutions**

**Setting boundaries  
in negotiations**

**Protection against  
the adoption of an  
unfavorable solution**



## Negotiations as a chance for better management

### ***Negotiation team***

*Negotiation team consist of :*

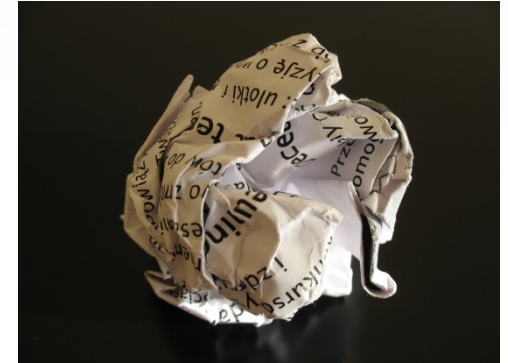
- ✓ Sponsor
- ✓ Chief negotiator
- ✓ Backup chief negotiator
- ✓ Legal counsel
- ✓ Logistic coordinator
- ✓ Scribes
- ✓ Schedule coordinator



## Negotiations as a chance for better management

### *The most common mistakes made during negotiations:*

- ✓ Starting conversations without preparation
- ✓ Negotiating with the wrong person
- ✓ Stiff holding of one's position
- ✓ Departing from your goals
- ✓ Too much care for the other side



# Top Ten 2020 Skills Project

<http://www.topten2020.eu/>

<https://www.facebook.com/toptenskills2020>

The flag of the European Union, featuring twelve gold stars arranged in a circle on a blue background.

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