

Successful Negotiation

Version: 1.3



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Context

Negotiations are useful in Legal, Local Plan, Policy, Land deals and a really useful life skill.

The most important thing to remember when negotiating is to look for a win-win situation resulting in both parties being satisfied.

Initial Climate

The way you greet your guest will determine the way the meeting will go. It is a good idea to offer them tea or coffee detract them and make them more comfortable around you. Seating is also an important factor. If they are seated in a nice place they are more likely to feel relaxed and comfortable and will be to relaxed and give you a chance to easily win.

4P's

Purpose of the meeting (research)	What do you want/How strong?
Plan/Agenda (research)	Hosts lead
Pace-Time (research)	Stress agreement/Co-operation
Personalities	Who is who?

Phases of Negotiation

Exploration	Listen Clarify summarise
Bidding	Broad Issue front/flow
Bargaining	
Settling	
Ratifying	

Bidding

Highest defensible bid. Both parties to aim at satisfaction. This depends on how they value things.

For example: cake: icing/fruit/cake or development: contributions/phasing/works.

Bargaining

Give/get stages. Package. Why? What if? Split the difference? When negotiating you can 'Feint' meaning you are deceptive and distract, this will result in an outcome that is closer to

your goal, an example of this is when you would say that you don't want to buy it even when you do to make the seller lower the price. Principle. Rest Breaks.

Ratifying

Action List. Heads of terms. Instruction to Solicitors for example sign a document to give formal consent and making it officially valid.

Further Practice

Go to a place where you can haggle over the price for example, buy a Turkish Carpet or go to a market in Hong Kong or if you want to practice from the comfort of your own home you can play Diplomacy (a board game dealing well with multi-game theory) and you can read the book "Skills of negotiating" by Bill Scott. **(ISBN: 0-566-02460-8)**