



ENHANCEMENT OF THE BUSINESS ENVIRONMENT IN THE SOUTHERN MEDITERRANEAN





Improving Negotiation Skills

Capacity Building Seminar

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Beirut Sep 15th, 2016





Improving Negotiation Skills



Tactics Problem Partner Scenario Proposal
Demand Win-Win Attitude
Alternative Influence Outcome Gains
Negotiate Incentive Respect Agreement
Strategy Interest Question Counterpart
Discussion Position Persuade Confrontation
Compensation Insist Resolution Advocate
Neglect Compromise Offer Mutual Bargain
Priority Logic Prioritize



What means **NEGOTIATION**?

INFLUENCE – PERSUADE - NEGOTIATE !

- **Influence** means affecting other peoples' opinions, behaviors or emotions
- **Persuasion** is an act to cause people to do or believe something
- **Negotiation** is a way to settle differences and reach a mutual agreement



Why do we negotiate?

- Approach to problem solving
- Integrate differing interests and perspectives into one mutual consent
- Try to reach an agreement without causing future barriers of communication
- Achieve a result that meets the legitimate needs of both sides

→ Win-Win!!!



How can good negotiation skills impact policy reforms?

- A policy is a *position*, commonly agreed within a group of decision makers, hence the result of negotiations
- It can be *questioned* by parties that were not involved in the decision making process or by changed circumstances
- It may then be *re-negotiated*



Negotiation skills

Patience
Surprise
Flexibility
Influence
Ask
Persist
Question
Clarify
Reflect
Listen
Endurance
Respect
Explain
Tolerance
Openness
Demand
Attention
Humor
Confidence
Stay calm
Diplomacy
Oblige
Honesty
Politeness
Persuade
Differentiate
Insist
Focus
Repartee
Tactfulness
Summarize
Manipulate



Getting prepared

- Determine your main objective
- Define your best case and worst case scenario
- Reality Check!!!
- Prepare evidence-based arguments
- Anticipate counter arguments
- Know the facts
- Know your counterparts



Reality-Check

- What is my personal interest in the outcome?
- Are other external parties involved or affected?
- What would be the consequences of not reaching an agreement at all?
- Determine BATNA, WATNA and ZOPA
- BATNA = best alternative to no agreement
- WATNA = worst alternative to no agreement
- ZOPA = Zone of possible agreement



Develop a strategy

- Who are the involved parties and how many?
- Can I find strategic allies?
- Who has the final decision?
- Prioritize my goals
- Develop logical and consistent lines of arguments
- Identify the points that are easy to agree and start with those
- (if possible) choose appropriate time and place



Negotiation tactic

- Mind your body language!
- Start with an “easy to agree”-position
- Break your arguments down, step-by-step consent
- Allow controversy
- Postpone critical points
- Clarify and summarize
- Turn arguments into questions
- Visualize
- Do a favor



The negotiation

- Dress appropriately & be in time
- Make everyone feel comfortable
- Introduce everyone
- Establish a common ground (*same understanding of status quo, refer to former common achievements*)
- Create a negotiation framework (*What shall be negotiated? Are there milestones to be met? Is there a deadline?*)



Do's:

- Listen!!!
- Make clear statements
- Behave considerate
- Make compliments
- Stay calm
- Change perspective
- Include others in your thoughts
- Allow others to save face



Don't's

- Behave arrogant or disrespectful
- Talk too loud or too vague
- Blame
- Interrupt others
- Refuse
- Become too emotional
- Assume
- Lie



Difficult scenarios

- Stay calm and polite
- De-escalate
- Reconfirm common ground
- Allow different views
- Refer to facts
- Have a break
- Postpone



Thank you for your attention

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