

GBS Day46

Fill in the blanks.

Answer Key: 1. yield 2. move 3. resolution 4. corresponding

Listening

Haggling and negotiations occur every day, from fish markets to board rooms. In the modern definition, one of the ways haggling differentiates itself from negotiating is its non-reciprocal nature. Haggling generally lends itself to a price discussion, with one party selling an item and another continuously haggling over the price. Generally, the buyer tries to haggle a price to its lowest, while the seller tries to get the most by acting as if he's already close to cost. The "winner" is essentially the one who can stomach the process the longest. By contrast, negotiation seems to relate more to mutual, but not always directly opposed, goals. By its very definition, negotiations are seeking an outcome between two parties. A contract negotiation, for example, may use many different goals---salaries, days off, fringe benefits---to reach the goal of signing a contract. That contract will ultimately include factors that make the contractor and contractee simultaneously pleased.

- Read the following three scenarios and decide which negotiation outcome (win-win, win-lose, or lose-lose) each scenario represents.

Answer key: Scenario A = lose-lose negotiation outcome Scenario B = win-lose negotiation outcome Scenario C = win-win negotiation outcome

- Here is a representation of the typical structure of a business negotiation.

Answer key:

I'm sure you can allow us a 10% discount? (proposal)

How about 5%, if you agree to pay for the shipping costs? (counterproposal)

That sounds okay. (agreement)

Good, then a 5% discount but you pay the shipping costs. (confirmation)

Preparation for a negotiation

Answer key:

- Knowing what you want from a negotiation, what's your purpose, your aims and objectives
 - helps clear thinking and purpose
- Knowing what's the minimum deal. Decide what is the least (the lowest offer) you can accept for a deal
 - helps you to reach an agreement
- Knowing where you can give way or make concessions
 - helps you to find a compromise
- Knowing your own strengths and weaknesses, taking the marketing SWOT* analysis
 - helps you to know the market, to see the negotiation in its proper context
- Preparing all support information; figures, numbers, pictures, and so on.
 - helps you to support your argument
- Preparing an opening statement. Begin in general terms what you hope to achieve
 - helps you to create the right atmosphere, helping things to be clear between the two sides
- Knowing the other side, what they want, their strengths and weaknesses
 - helps you to make your negotiation effective
- Organizing and planning an agenda
 - helps you to identify your own issues, priorities, and goals, as well as your opponent's issues, priorities, and goals

Match each definition (A – E) with today's vocabulary word (1 – 5)

Answer Key:

A- 3; B- 4; C-1; D-5; E-2;

Fill in the blanks.

Answer Key: 1. compromise 2. budget 3. stomach 4. reciprocal