



## Successful Negotiation



# What is Negotiation?

## Wikipedia

Negotiation is a dialogue intended to

- Resolve Disputes
- Produce an agreement upon courses of action
- (Bargain) for individual or collective advantage
- Craft outcomes to satisfy various interests

It is the primary method of alternative dispute resolution.

*Disclaimer* on the page:

This article or section is in need of attention from an expert on the subject.





# Negotiation is Everywhere



Before signing contracts, getting higher salary, strategy meetings, distribute resources, project management, change management → and even in your freetime.

## To avoid misunderstandings...

Negotiation does not mean ...

- Screwing somebody up
- Simple bargaining (in the sense of Win:Lose)

Negotiation partners usually approach one another on the same eye-level. That is independent from roles and positions in a formal hierarchy.

This is because both parties have resources to offer on the one hand and a certain demand on the other hand.

Without offer meeting demand no negotiation would be possible.

→ Do you agree?





So what you want to achieve is ...

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- Collaboration Of Experts
- Analyzing the situation
- Inventing several scenarios
- Choosing the best one for all parties involved
- Based on Objective Criteria

→ How to get there?





## Harvard Method („Classic“)

### Four Key Elements:

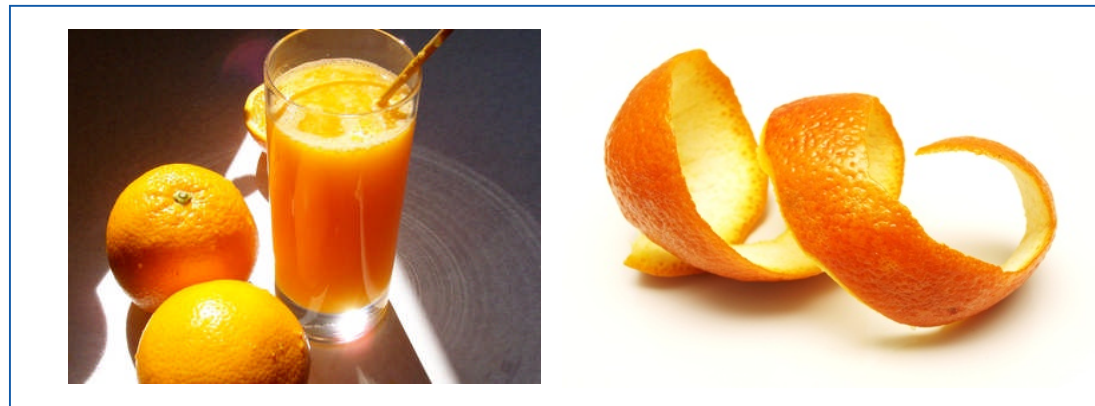
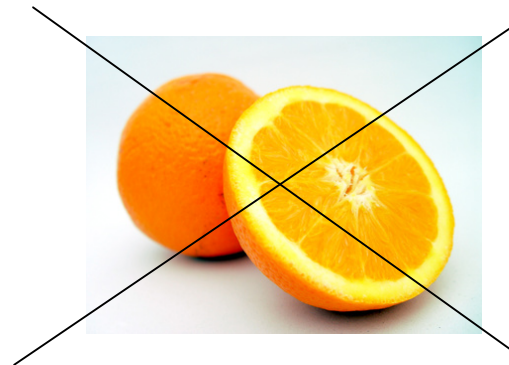
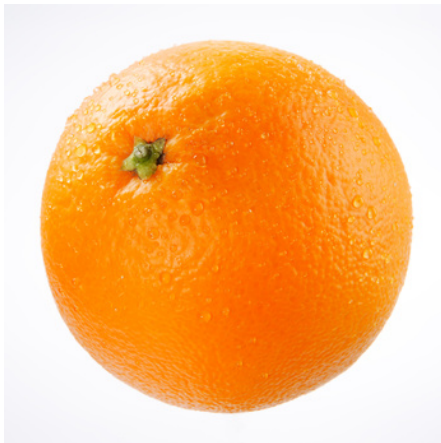
- Distinguish between people and problems
- Learn about reasons, don't focus on positions
- Develop options together – beneficially for everyone involved
- Chose the best solution based on objective criteria



Those elements were not developed artificially. They were found to appear common in successful negotiation scenarios that were analyzed.

## Example: How to divide an Orange

There is one orange. One interest is thirsty, the other one wants to bake a cake. Would 50:50 be really a good deal? → Learn about the needs 😊





## Personal Experiences

Harvard Method works. However –as far as I can judge it from the book- for the learner it is not obvious how to act according to the four key elements.

→It is required to make the learnings ,more operational`.

With regards to that: ,NLP` (NeuroLingistic Programming) is my personal favorite (because it can be taught rather fast and it is ,pragmatic`).



## Last but not least: Psychology

**Social Psychology:** Experience and behaviour in social Contexts

**Negotiation Psychogy:** Not a core discipline but quite valuable.

- Very interesting insights but studying it can be (too) time consuming when it comes to preparation for negotiations.
- However negotiation experts / trainers / coaches (not necessarily the negotiator) should be aware of those concepts / learnings.





## Questions to You

### Negotiation Experiences

- What was your best one?
- ...and your worst one?

Are there any **other disciplines** you know but that I did not mention? Which ones?

Could you **imagine** to incorporate those learnings into your daily business?

- What would you need to do so?
- Would you like to further elaborate on certain aspects?



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