

ภาษาอังกฤษ

น. ปลาย

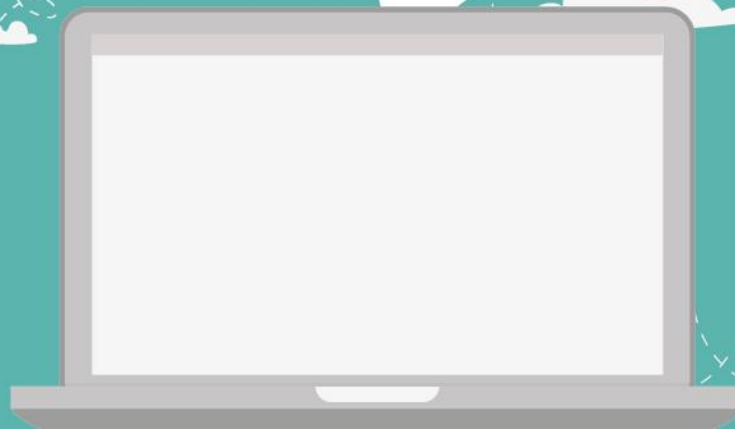
Art of Negotiation

ครูพี่ออม

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Art of Negotiation



- 1. What is Negotiation?**
 - Definition
 - Negotiating Art
- 2. Negotiation Vocabulary**
- 3. Preparation to Negotiate**
- 4. Negotiation Process**
- 5. Negotiation Language**
 - Verbal Language
 - Non-verbal Language

Art of Negotiation



1. What is Negotiation?

- Definition
- Negotiating Art

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Definition of Negotiation

In the world of business, negotiating skills are used for a variety of reasons, such as to negotiate a salary or a promotion, to secure a sale, or to form a new partnership.



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Definition of Negotiation

Here are a few examples of different types of negotiations in the business world:

- manager and clerk: negotiating a promotion
- employer and potential employee: negotiating job benefits
- business partners A and B: making decisions about investments
- company A and company B: negotiating a merger
- customer and client: making a Sale

Art of Negotiation

The Art of Negotiating

Negotiating is often referred to as an "art". While some people may be naturally more skillful as negotiators, everyone can learn to negotiate. And, as they often say in business, "everything is negotiable". Some techniques and skills that help people in the negotiating process include:



Negotiations

- aiming high
- preparing ahead of time
- visualizing the end results
- exhibiting confidence
- treating one's opponent with respect and honesty

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2. Negotiation Vocabulary

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Negotiation Vocabulary

Word	Meaning	Example Sentence
alternatives (noun)	other options	We can't offer you the raise you requested, but let's discuss some other alternatives.
bargain (verb)	try to change a person's mind by using various tactics	We bargained on the last issue for over an hour before we agreed to take a break.
bottom-line (noun)	the lowest one is willing to go	I'll accept a raise of one dollar per hour, but that's my bottom-line.
compromise (verb)	changing one's mind/terms slightly in order to find a resolution	We are willing to compromise on this issue because it means so much to you.

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Negotiation Vocabulary

Word	Meaning	Example Sentence
concession (noun)	a thing that is granted or accepted	I think we can offer all of these concessions, but not all at once.
confront (verb)	present an issue to someone directly	I confronted my boss about being undervalued, and we're going to talk about things on Monday.
counter proposal (noun)	the offer/request which is presented second in response to the first proposal	In their counter proposal they suggested that we keep their company name rather than creating a new one.
deadlock (noun)	point where neither party will give in	When the discussions came to a deadlock we wrote up a letter of intent to continue the negotiations next week.

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Negotiation Vocabulary

Word	Meaning	Example Sentence
consensus (noun)	agreement by all	It would be great if we could come to a consensus by 5:00 P.M.
pressure (verb)	work hard to convince another of an idea	He pressured me to accept the terms by using intimidation tactics.
tactics (noun)	strategies used to get one's goals met	There are certain tactics that all skillful negotiators employ.
hostility (noun)	long-term anger towards another	I want you to know that we don't have any hostility towards your company despite last year's mixup.
yield (verb)	to give in to another's requests	The client will only yield to our conditions, if we agree to work over the holiday weekend.
low-ball (verb)	offer something much lower than you think the opponent will ask for	I was expecting my boss to low-ball in the initial offer, but he proposed a fair salary increase.

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3. Preparation to Negotiate

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Preparation to Negotiate

- What is my main objective?
- What are all of the alternatives I can think of?
- Why do I deserve to have my goals met?
- What will my opponent's counter proposal likely consist of?
- How can I respond to this counter proposal?

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Preparation to Negotiate

- When would I like to have this issue resolved?
- What is my bottom-line?
- What market research/homework do I need to do to back up my cause?
- What is my bargaining power compared to my opponent's?
- What do I know about the principles of negotiating?

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4. Negotiation Process

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Negotiation Process

- **It's time to negotiate! Here are a few golden rules to successful negotiations:**
 - 1) **Always try to negotiate for at least 15 minutes. Any less than that and it is unlikely that either party has had enough time to fairly consider the other side. Generally, the size or seriousness of the negotiation determines the amount of time needed to negotiate it. Setting a time limit is a good idea. Approximately 90% of negotiations get settled in the last 10% of the discussion.**

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Negotiation Process



2) Always offer to let the other party speak first. This is especially important if you are the one making a request for something such as a raise. The other party may have overestimated what you are going to ask for and may actually offer more than what you were going to request.

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Negotiation Process



3) Always respect and listen to what your opponent has to say. This is important even if he or she does not extend the same courtesy to you. Do your best to remain calm and pleasant even if the other party is displaying frustration or anger. Remember some people will do anything to intimidate you.

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Negotiation Process



4) Acknowledge what the other party says. Everyone likes to know that what they say is important. If the other party opens first, use it to your advantage, by paraphrasing what you have heard. Repeat their important ideas before you introduce your own stronger ones.

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Negotiation Process



5) Pay attention to your own and your counter partner's body language. Review the chart below to learn how to interpret body language during the negotiations. Make sure that you aren't conveying any negative body language.

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WIN WIN

5. Negotiation Language

- Verbal Language
- Non-verbal Language

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Verbal Language

Language to use to show understanding/agreement on a point:



- I agree with you on that point.
- That's a fair suggestion.
- So what you're saying is that you...
- In other words, you feel that...
- You have a strong point there.
- I think we can both agree that...
- I don't see any problem with/harm in that.

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Verbal Language

Language to use for objection on a point or offer:

- I understand where you're coming from; however,...
- I'm prepared to compromise, but...
- The way I look at it...
- The way I see things...
- If you look at it from my point of view...

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Verbal Language



- I'm afraid I had something different in mind.
- That's not exactly how I look at it.
- From my perspective...
- I'd have to disagree with you there.
- I'm afraid that doesn't work for me.
- Is that your best offer?

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Verbal Language



Language to use in closing:

- It sounds like we've found some common ground.
- I'm willing to leave things there if you are.
- Let's leave it this way for now.
- I'm willing to work with that.
- I think we both agree to these terms.

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Verbal Language

- I'm satisfied with this decision.
- I think we should get this in writing.
- I'd like to stop and think about this for a little while.
- You've given me a lot to think about/consider.
- Would you be willing to sign a contract right now?
- Let's meet again once we've had some time to think.

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Non-verbal Language

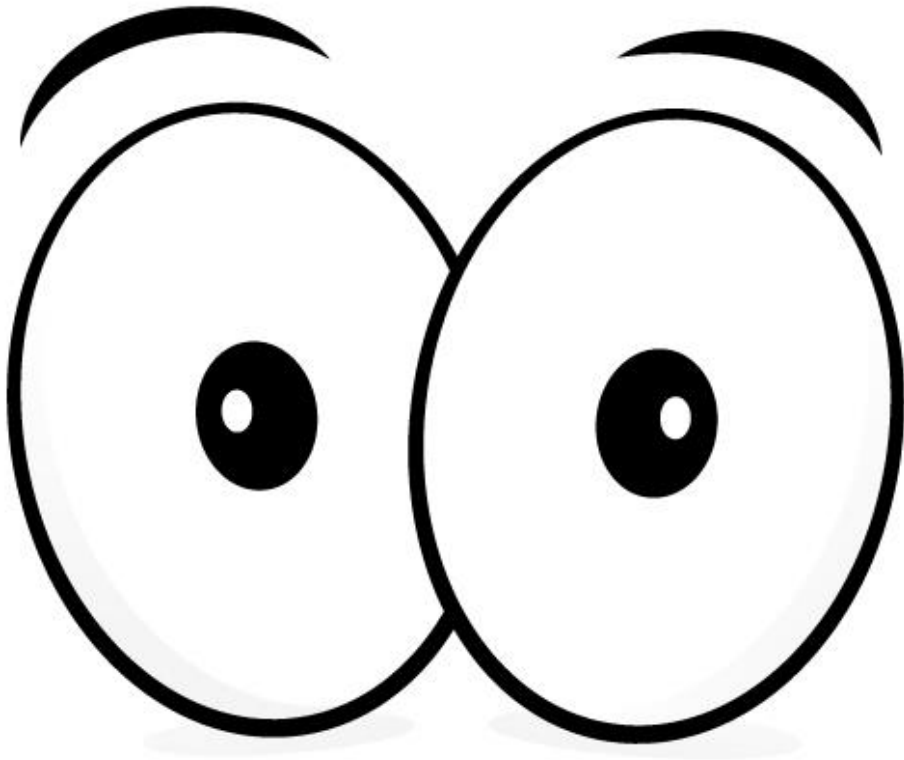


Avoiding eye contact

- lying
- not interested
- not telling the whole truth

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Non-verbal Language



Serious eye contact

- trying to intimidate
- showing anger

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Non-verbal Language



touching the face / fidgeting

- nervousness
- lack of confidence
- submission

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Non-verbal Language



Nodding

- agreeing
- willing to compromise

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Non-verbal Language



shaking the head / turning away

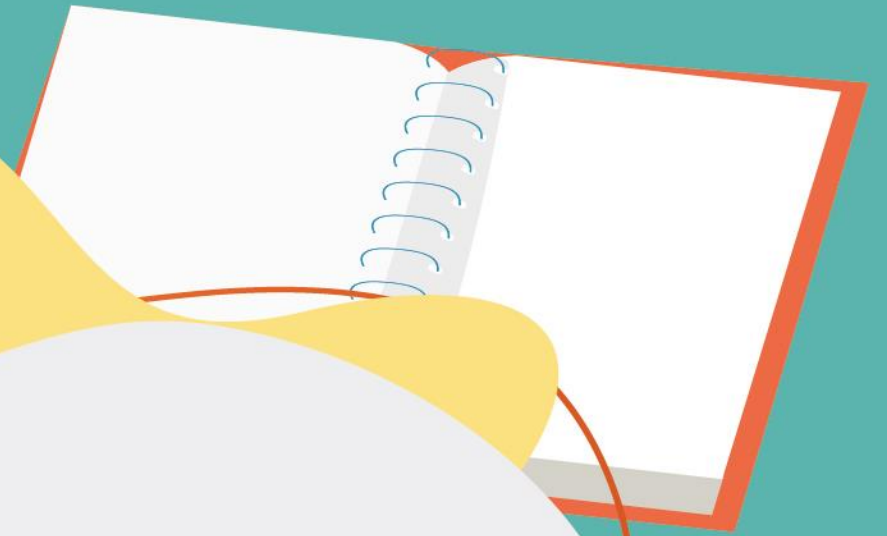
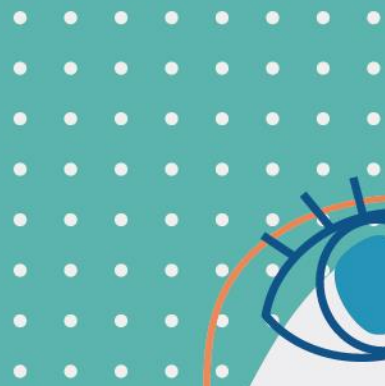
- frustrated
- in disbelief
- disagreeing with a point

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Exercise



Exercise



1. During negotiations, one should treat an opponent with respect and consideration at all times.

- a. True
- b. False

Exercise



2. Prior to engaging in negotiations it is wise to consider one's own "bottom-line".

- a. True
- b. False

Exercise



3. Make _____ proposals \Rightarrow react to suggestions

Exercise



4. Make _____ \Rightarrow allow or give up things in order to reach an agreement

Exercise



5. The parties came to _____ after five hours of negotiating.

- a. hostility
- b. the bottom-line
- c. a consensus
- d. alternatives
- e. consensus

Exercise

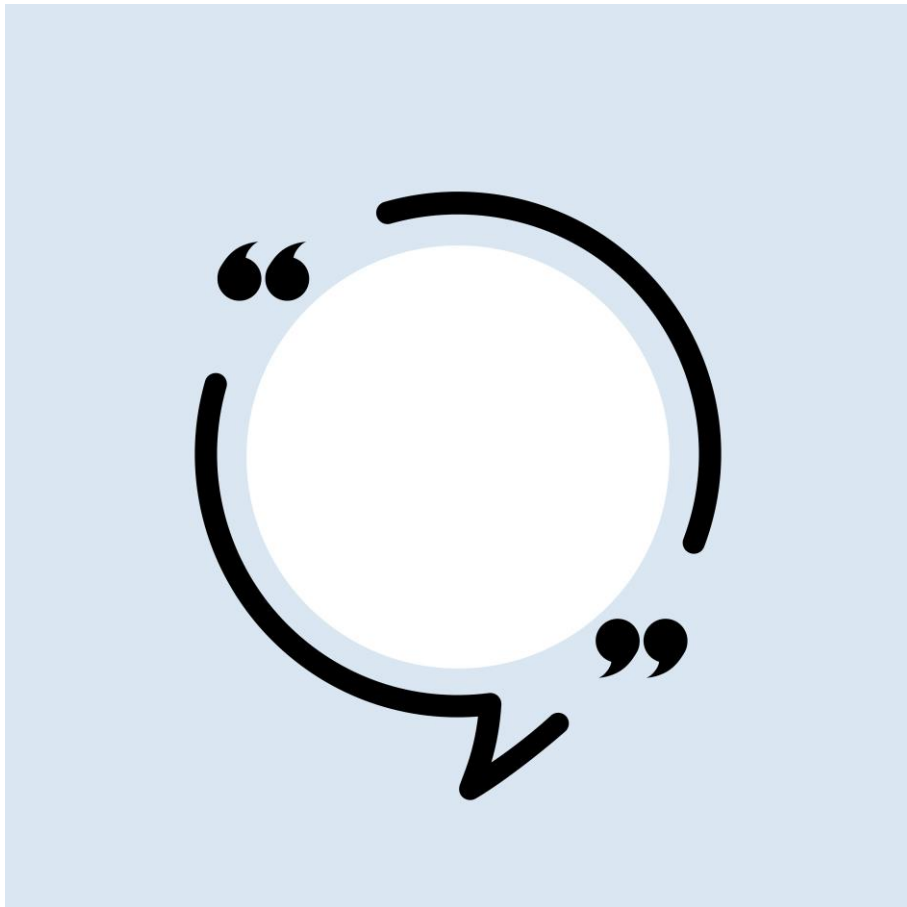


6. The negotiations had already ended in a _____ within ten minutes of starting.

- a. deadlock
- b. counterpart
- c. yield
- d. counter proposal
- e. tactics

Exercise

7. Which sentence is appropriate for closing the negotiation?



- a. If you look at it from my point of view...
- b. You've given me a lot to think about/consider.
- c. I understand where you're coming from; however,...
- d. I think we both agree to these terms.
- e. I don't see any problem with that.
- f. I'm satisfied with this decision.

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