

A Brief Analysis of the "Conditional Negotiation" in Business Negotiation

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Abstract

Conditional negotiation is an important skill in business negotiation and occupies a very important position in the whole negotiation. In business negotiation, mastering the skill of conditional negotiation can make the whole negotiation twice the result with half the effort and achieve good negotiation effect. Conditional negotiations have important steps and principles, and the grasp of these steps and principles is the focus of conditional negotiations. The difficulty is to find "alternatives".

Keywords

Conditional negotiation; Techniques; Principles; Steps.

1. Introduction

Conditional negotiation plays an important role in business negotiation. Conditional negotiation is not only an important skill in business negotiation, but also an important link in business negotiation. Mastering good skills of conditions negotiation will facilitate the progress of the whole negotiation process, Improve the efficiency of negotiations and achieve better negotiation goals. This article will discuss from three aspects: the steps of conditional negotiation, the technique and the three principles of concession.

2. The first step: Make an inventory of the terms of negotiation

First, negotiators need to write out all the conditions that can be negotiated.

Take renting for example, in addition to the rent, how many months is the deposit?? How many years at a time? How about interior decoration and electrical appliances? How much is the property charge? If it is a rental shop, is there a transfer fee, can you sublet? Are business licenses allowed? etc. Because of my job, I used to look for nearly 10 shops a year. We made a list of 20 items of all the terms that need to be negotiated.

And if it is investment and financing negotiations, both sides to negotiate back and forth terms, or even more than a thousand. There are many terms, just like in price negotiations, your opening price is high. In this way, you buy yourself more negotiating space, and in case you have to give in later, you have more room.

With these conditions in place, the negotiators will then confirm our primary, secondary and bottom-line objectives.

The main goal is that certain conditions are what we really want to achieve in our hearts, even if this condition is met, the others can be agreed only above the bottom line. For example, as long as this suite can talk about 3000 yuan within a month, pay three and one, these two have reached, basically the other terms are so close, we will agree.

Secondary goal means that it is best to be able to talk about it, but it doesn't matter if you give in to the secondary goal in return for the primary goal to be achieved. For example, we would have preferred a one-week rent-free period, but it would be acceptable if your negotiating partner could only give us a three-day rent-free period.

The bottom line condition refers to a condition that is completely unacceptable to the negotiator. For example, the landlord doesn't allow you to bring friends to the home party at any time, you think this is absolutely unacceptable, this is the bottom line conditions, they are completely untradable for you.

3. The second step in the negotiation of conditions is to collect and confirm the real needs of each other

In taking stock of the conditions, it is necessary to realize that some of the conditions are not so easy to see, which requires us to further collect information about the negotiating opponents. Our opponents, like us, will have his primary, secondary and bottom line conditions. Whether before or during negotiations, we need to constantly understand and discover each other's needs.

The "informal meeting" in business negotiations is a mechanism for both sides to fully understand each other's needs. The "informal meeting" said that before formal high-level negotiations began, the companies would send their own middle-level, first open some informal meetings, widely collect each other's ideas, and at the same time, part of their own conditions, let out some wind, to spy on each other's reaction.

Each informal meeting at different levels, the information of both sides, the high level of both sides is in sync. In this way, negotiations will be much more efficient and have much more room and room for manoeuvre at formal high-level negotiating meetings, making them more productive.

Of course, more often, there is no such complex communication mechanism between us and the negotiating opponent, so in the negotiation, how can we find the real needs of Our opponents and dig out more negotiation conditions? The method is to learn to ask two kinds of questions: one is the requirement confirmation question, the other is the hypothetical question.

First of all, the question of the demand recognition class, which runs through the negotiation process. Take me for example. I need to talk to the candidate about the salary when I recruit employees in the entrepreneurial project. The salary budget is always limited, and I have to balance the salary levels between different subordinates. Relatively speaking, the wages of entrepreneurial projects are lower than the market average, and it bet on the expectations of the company's rapid development, so it will compensate in the form of options. Options, higher positions than big companies, and more opportunities for development are the best low-cost cards I have.

Before I talk about pay, I'll talk to the candidate: "What would you do if you were to rank the salary, personal development, position, industry, workplace, etc. in the order of the job?" This is a typical demand confirmation class problem. This sort of process is actually confirming his value priority.

This is the most direct question, but sometimes it is not enough, because your negotiating partner may not be able to answer, or the answer is not so true, this time the "hypothetical question" came in handy.

The so-called hypothetical problem is that we give specific conditions for each other to choose.

For example, as an interviewer, I would ask the candidate: "if your salary is only as much as we put forward, but, we can give you so many options worth, do you accept it? "I can even assume that there are two different pay options, one low-wage, fixed-term option, the other high-wage, no option, ask him which would prefer to choose. His choice, basically can reveal his value preference.

We need to pay attention to: in the negotiation of conditions, we must pay attention to the atmosphere and mood. People are defensive, and if your negotiating partner thinks you've offended him, he probably won't want to talk to you, or at least, he won't tell you his real needs. When your negotiating partner is talking about their needs and ideas, we must not rush to comment, but encourage him to say more. This will not only help us to reduce the tension of the negotiations, but also give us more information.

4. The third step is to find alternatives

When negotiators are well informed, it is time to start talking about conditions.

To put forward our terms and demands to your negotiating partner, like the quotation in price negotiation, we also need to give full reasons. Generally speaking, as long as we are justified, your negotiating partner will seriously consider our demands, even if we cannot directly agree to try to find ways to meet.

The difficulty of conditional negotiation is to find "alternative solution ". What is alternative? The alternative is that we find a new solution to replace your negotiating partner terms when your negotiating partner offers the terms you would not accept.

For example, to rent a house for example, your negotiating partner asked you to pay a one-year rent, you listen, may feel too unreasonable. But in communication you find that the real appeal of the other person is that he is worried about you breaking a valuable table in the house. At this point, the alternative might be to either simply ask him to remove the table; or your rent will still be paid in three months, but, more deposit.

Of course, there is a hidden alternative, that is, you two cannot talk, both go to talk to others, that is, the end of the talk. So, if you want to make a deal, your alternative is better than the collapse; if you can't find such an alternative, it's no pity to leave the negotiating table.

The best outcome for conditional negotiations is to find the "best alternative ". The best alternative is that, of the many alternatives, one is the least costly and the most profitable for both parties to the negotiations, or the least costly and most profitable B for the other.

We need to remember that, even if a mutually acceptable solution is found, we can still strive for a better one than the current one. This is the charm of conditional negotiations. Don't be afraid to ask too much.

5. Fourth, the three principles of concession in conditional negotiations

Like price negotiations, conditional negotiations have the skill of concession.

Concessions to conditional negotiations have three principles:

First, concessions focus on secondary objectives. sacrifice some minor goals in order to protect the achievement of the main goals. That is why, in the preparatory phase and in the course of negotiations, we should try to gather targets other than the main objectives, which are the weapons of our negotiations.

Sometimes, some negotiation master, will deliberately in some low-cost small things to their own initiative concessions, show a high posture, and then in their own high-income conditions, ask your negotiating partner concessions. Such a retreat would make the negotiators feel sincere and secure their core interests.

Second, do not give in easily, you have to learn to be a "reluctant concession ".

For example, " I'm going to make a phone call and talk to the leader," or, " I ca n' t be the Lord until my wife decides to tell you tomorrow."

Third, if you really want to give in, also try to let the two sides give in together, that is, " terms for conditions ".

For example, the landlord asked for your rent is to pay three bet three, you put forward the terms, pay three bet two, you can continue to ask your negotiating partner also let one step: pay three bet three can, but the room air conditioning is really too old, I hope to be able to change one.

Actually, maybe you don't really want to change an air conditioner, but the condition of air conditioning, here, becomes your buffer zone, otherwise, your negotiating partner can continue to add code. When you put forward a new condition, your negotiating partner either agreed to your condition, or, can only withdraw their own just that condition.

In the light of the foregoing, negotiators need to bear these in mind with regard to conditional negotiations:

First, define our primary, secondary and bottom line conditions;

Second, confirm your negotiating partner's real needs through demand confirmation and hypothesis problem;

Third, through communication, try to find the best alternative, do not be afraid to ask;

Fourth, the three principles of concession: to give in to secondary goals, to be reluctant concessionaires, and to both sides to give in at the same time.

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