

Negotiation:

Source: Designed by Fatimah Aly

a) In order to hold a successful negotiation, five phases must be followed. Certain tools can be applied during the phases. These tools will help the negotiation partners to progress to the next phase. Most importantly, the negotiation partners should know in which phase they are: this will help them to choose the right tool to get to the next phase.

b) First comes the preparation phase, which is very important for achieving the negotiation goals. This phase includes defining the goals, which must be realistic, and determining the other person's goals. Second, the interests of the negotiation partners are defined. Third, a plan B is determined, which requires noting down any alternatives, regardless of quality. The three most realistic options are then selected. Last, the most realistic plan is selected and strengthened. Finally, an agenda is prepared. In this agenda the timeframe, goals and participants can be determined. The preparation phase is then complete.

c) Next, the information phase begins. If the negotiation partners begin the information phase without preparing, the negotiation process will not be successful. The partners bring along the agenda and share their goals and interests with each other. During the information phase both partners should listen and not interrupt each other to avoid conflicts. A break can be held during this phase at the request of the partners. The information phase is complete when the partners have agreed that it has been completed.

d) Thereafter, the proposal phase begins. It is very important to begin this phase with enough information. Based on the information collected, the partners listen to each other and share their proposals. They answer each other's questions. If needed an alternative proposal can be shared. At the end they sum up the proposal and outline the results. The proposal phase is then completed.

e) Afterward comes the negotiation. If there were a lot of conflicts during the proposal phase, the negotiating will not be successful. In the negotiation phase the partners start with the easy topics, compare proposals, and negotiate the interests. Once this is done, the negotiation phase ends.

f) In the last phase the partners complete the negotiation by checking whether the goals have been achieved. If the goals have been not achieved, the process begins again with the preparation. In case of achieved goals, the partners give each other feedback, highlight the common goal and make the agreement official by entering into a contract. In this case, the deal was successful.



