

Mutual gain negotiation

Ilona Kickbusch
Master Class 2017
Adelaide

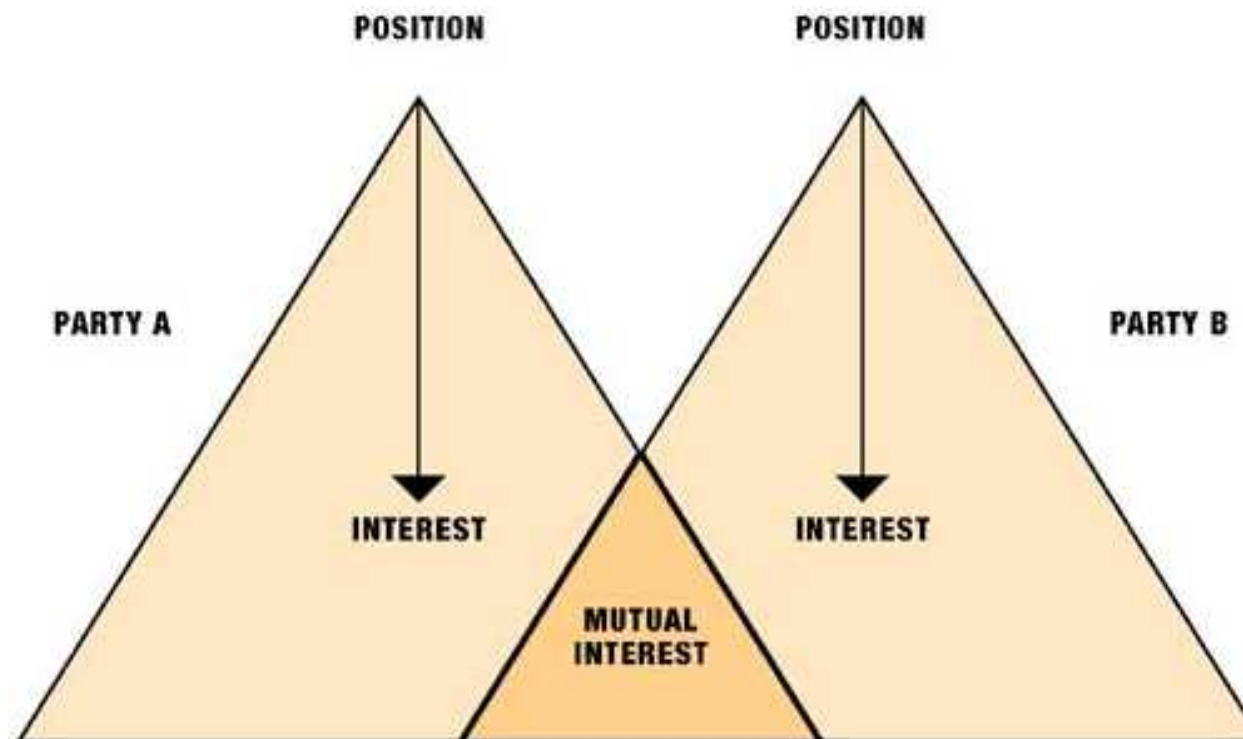
Framing the outcome as mutual gain

Mutual Gain

1. Shared interest in averting joint loss
2. Developing a mutually advantageous relationship
3. Satisfying the interests of each side with a creative solution



Mutual Gain Strategy



Currently perceived choice

- **If I say yes.....**

- **If I say no.....**

Facts

- Do we have a joint understanding of the facts?
- Evidence (based–informed) decision making
- Reports – studies.....

Options and packages

- Hard bargaining or what gains are possible relevant to the status quo?
- Distinguish **interests** from positions
- What you want! **Why you want it!**
- Acceptable outcomes - Meet one's own interests and that of others - BATNA

Creating value

- Develop options – invent without committing
- Enlarging the pie
- Always seek clarification
- Avoid locking into positions

Before is after....

- Prepare well
- Be professional
- Build trust
- Listen - ask

Negotiation Skills and Tips

Listening skills

- Listen carefully and observe the other side's behavior.
- Poor listeners miss opportunities!

Analytical Skills

Analytical Skills are basic for problem-solving situations.

Be professional and control your emotions.

A loss of control could cause you to think irrationally, to lose negotiations and can lead to unfavorable results.

Communication skills

To succeed in business negotiations, you have to communicate clearly and effectively.



Be patient and respect the other side

- Always be respectful to your opponent. Be patient even if the other side is not. Your behavior during business negotiations make impressions.

- Keep calm. Use tact and diplomacy.

- One of the aims of negotiations is to make good business relationships.

Problem-solving skills

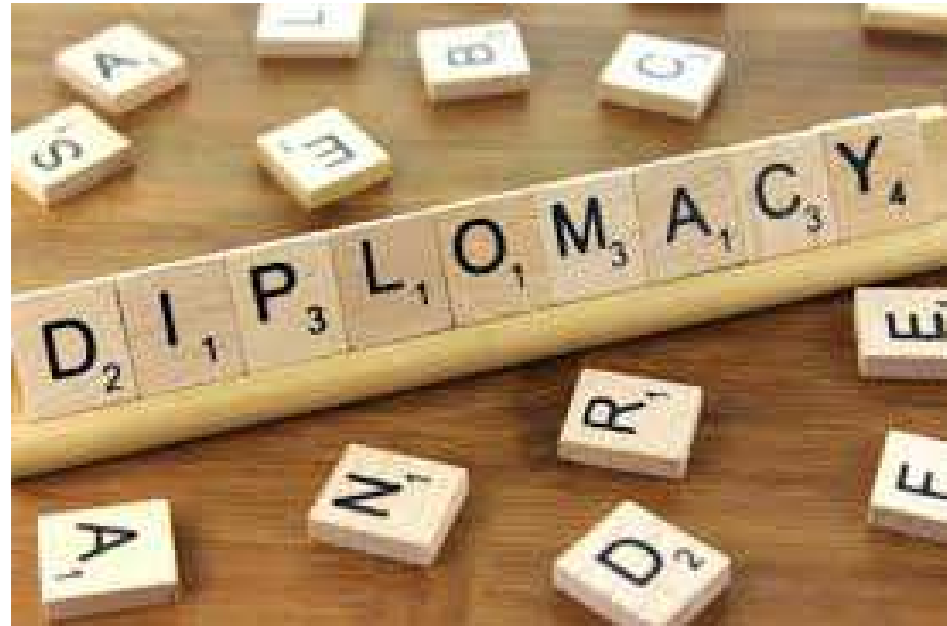
It is very important to have the ability to identify the problem and to find the way to solve the problem.

Persuasive skills

Use both verbal and nonverbal persuasion and influencing skills.

Principles

- [Dont lose sight of your goal](#)
- [Separate people from the problem](#)
- [Focus on interests not positions](#)
- [Create options](#)
- [Use objective criteria](#)
- [BATNA](#)



<https://www.linkedin.com/pulse/20140524162906-7859692-negotiation-101-the-6-principles>