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# Business Language

Faculty of Business and Economics

## Chapter 2 – Section 4

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# Chapter-2



# Negotiations in English

## **Collaborative Negotiating**

In business, the goal of negotiating parties should always be for mutual gain. This type of win-win negotiation is often called **collaborative** negotiating. The opposite of collaborative negotiating is called **competitive** negotiating. The goal of competitive negotiating is for one party to win and the other to lose. Dishonest practices, such as lying, manipulation, intimidation, and bribery are often used in this type of negotiation.

### Main Principles of Collaborative Negotiating:

- Resolve previous conflicts ahead of time
- Deal with issues, not personalities
- Commit to listening more than speaking: The more you know about your counterpart, the more likely you will achieve your goals. You cannot convince someone of something when you do not know anything about them, or what their own needs are. A common mistake is to prepare one's next question or point while the opponent is speaking.
- Establish trust in the onset
- Develop a common goal
- Discuss a common enemy
- Take opponent's views/needs into careful consideration: Not only do you want to win this negotiation, you want your opponent to win as well, so that he or she will negotiate with you again in the future.

### **Markus Applies the Principles for Collaborative Negotiating**

- I will not discuss the fact that I was only offered a 50 cent raise last year. It was my fault for not being prepared to negotiate.
- Even though I think Louis is lazy, and takes too many days off when we are busy, I will not point out his shortcomings. This is about my promotion, not his work ethic.
- I will first thank Louis for employing me for five consecutive years. I will tell him that the stable work has meant a lot to me and my family, and I appreciate the security, especially with so many people out of work.
- I will tell Louis that I think his company is one of the most respected landscape companies in the region, and ensure him that my goal is to have a lifelong career at Landscape Labourers.
- I will say that I hope I will never have to work for a company that does a poor job, such as Powell Designs.
- I will acknowledge that last year's weather was a problem and note that it is not anyone's fault that the company lost money.

### **Preparing to Negotiate a Job Offer**

Negotiating a job offer should mean more than just saying, yes. Though being offered a job is an exciting time, it is also an important time to use your negotiating skills. Here are some issues you may want to raise before you accept:

- Salary
- Promotion Opportunities
- Insurance (medical, dental, accident, life)
- Holidays
- Vacation time
- Retirement/pension plans
- Stock options
- Overtime
- Expenses