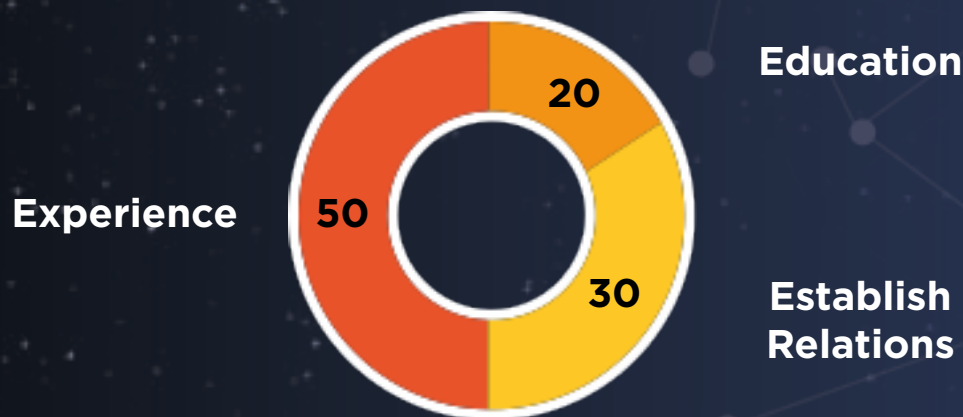


APLICACIÓN

Negotiate and
Persuade



Negotiating is a process in which two or more parties try to reach an agreement that allows them to reach an objective in a way that benefits all involved.

Therefore, the first condition for a negotiation to exist is that two or more parties are necessary; the second condition is that each will have an interdependent goal, that is, that the objective of each is linked to that of the other party, so that it would not reach its own without the other; the third will be that there will have to be a point of convergence between both, since it will be here where the framework of the negotiation will be given; the fourth and last condition is that it must have the intention to reach an agreement and that both should want to obtain a benefit.

Negotiation will then be the process by which the alternatives and perspectives of the parties are effectively explored to achieve results that benefit both.

It is time to put into practice all the knowledge learned, the purpose of the application exercises is to support you to integrate the knowledge to your responsibilities and job functions, as well as improve your performance and continue to develop new skills to boost your growth.

REFLEXIONA

- What was the most relevant learning during the Negotiate and Persuade module?

- How can you integrate the experience shared by the sponsors to your day to day? Mention 3 ideas to implement

APPLY

The intention of the application exercise is to accompany you in the early stages of a negotiation process, where we will help you understand what you will be negotiating, as well as understand your counterpart.

The process resulting from this will help you to be more prepared to your negotiation.

STEP 1:
The preparation.

In this first moment it will be essential that you know the subject and that you have all the information that may be necessary, it will also be necessary to define what is sought and how to achieve it, set goals, how far can it go, etc.

What is going to be negotiated?

What is the objective to be achieved?

Positions:

(what you are looking for. Concrete, tangible):

Interests:

(Intangible; needs, desires, worries, fears)

Otherwise

Who are you negotiating with?

What is your position and / or responsibility?

What do you know about your opponent? (Sports, hobbies, family, etc.)

Positions:

(what you are looking for. Concrete, tangible):

Interests:

(Intangible; needs, desires, worries, fears)

STEP 2:

Minimum threshold

What value does it have for you the agreement being negotiated?

What other values do you need to consider?

What topics or conditions are most important to you?

Would you be willing to grant one of the conditions for another?

If there is a currency figure involved in the negotiation, what is the lowest amount you are willing to consider?

What are the minimum non-monetary conditions that you are willing to consider?

STEP 3:

Identify your BATNA (Best Alternative To a Negotiated Agreement)

What alternatives do you have?

Five large, empty, rounded rectangular text input boxes stacked vertically for listing alternatives.

Which alternative is the best?

One large, empty, rounded rectangular text input box for selecting the best alternative.

Can you improve your BATNA?

Do you have other options of suppliers, customers, partners with whom you can improve your BATNA?

One large, empty, rounded rectangular text input box for answering if BATNA can be improved.

Can you change the conditions for negotiation in order to improve your BATNA?

One large, empty, rounded rectangular text input box for answering if negotiation conditions can be changed.

What will your new BATNA be if you can improve it?

One large, empty, rounded rectangular text input box for describing the new BATNA.

STEP 4:
About your counterpart

About him / her

YES / NO

Do you know, formally or informally, your counterpart?

| | |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

Know the company you represent? (Websites, history, corporate culture, marketing)

Have you investigated the sector of your counterpart?

Evaluate the BATNA of your counterpart.

What is the business situation of the counterparty?

Do you know the strategy?

What competitive pressures do you face?

What is the value of this negotiation for the counterpart?

Alternative arrangements

Is it easy to find elsewhere what is offered?

Do you have other third-party offers?

You are ready to start your negotiation

GET READY

Identify the 3 actions you will take in your daily work the next time you face this challenge.



WE SUGGEST YOU:

- **Understand the topic to be negotiated.**
- **Identifies the negotiation margins to reach agreements within the negotiation.**
- **Concrete and close the previous agreements avoiding delay the negotiation, document your progress through a draft that both know.**
- **Know the character, the motivations of your counterpart and identify the points where you can be more flexible or more rigid.**
- **Separate issues to touch on negotiation in critical and non-critical to help you prioritize.**
- **Requests the support of a mediator if it is not possible to reach agreements.**