ONE PAGE SUMMARY

Language Learning › Business English › Negotiation

Beginner lessons for Negotiation

Master Basic Negotiation Skills for Business Success

DEFINITION

> Negotiation is the process of discussing terms to reach an agreement. It involves communication and compromise to satisfy all parties involved.

KEY CONCEPTS

Preparation

Research and understand your needs and those of the other party before negotiating.

Active Listening

Pay close attention to what the other person says to understand their perspective.

Win-Win Solutions

Aim for agreements that benefit both parties, fostering positive relationships.

Body Language

Non-verbal cues can convey confidence and openness during negotiations.

Closing Techniques

Use strategies to finalize agreements effectively and ensure understanding.

EXAMPLES

→ Asking open-ended questions to gather information.

→ Using 'I' statements to express your needs clearly.

→ Summarizing points to confirm mutual understanding.

MEMORY TIPS

★ Remember 'P.A.W.C.' for Preparation, Active Listening, Win-Win, and Closing.

★ Visualize a handshake to symbolize agreement.

★ Use the acronym 'B.L.A.C.' for Body Language, Listening, Agreement, Compromise.

COMMON MISTAKES

✗ Focusing too much on winning rather than collaboration.

✗ Interrupting the other party while they speak.

✗ Neglecting to clarify terms before agreeing.

QUICK RECAP

Negotiation is about reaching agreements through effective communication. Key skills include preparation, active listening, and seeking win-win solutions. Avoid common mistakes like interrupting and focusing solely on winning.