



Negotiation Processes: Tactics of Preparing a Successful Negotiation

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ABSTRACT

Negotiation is a fast-paced activity. That is, the negotiation process is evaluated and changed throughout the process, from beginning to end. Before taking any action or retaliating, both sides consider their own interests and aims in order to analyze their own and the other's positions. These judgments and estimations are frequently susceptible to change during the negotiation process. The fresh information that comes in must be categorized and assessed. The dialogue's complexity and difficulty stems from its dynamic and variable nature. If each negotiation has three stages: preparation, advancement and leadership, negotiation, and conclusion, the stage of preparing for the negotiation in advance to accomplish the desired result in a successful negotiation will be very significant and effective. Therefore, in this article, some hints are given as to how to prepare for a successful negotiation by using strategies and tactics.

1. Introduction

Negotiation occurs when two or more individuals with opposing viewpoints come together to try to reach an agreement on a topic. This could be once-in-a-lifetime event or a new relationship. In the fields of management, labor, foreign affairs, commercial relations, and local regulation, politicians and managers in emerging countries face numerous obstacles. In most of these circumstances, the only way to make a decision is through negotiation, which is one of the most common techniques for making decisions and resolving conflicts at various levels (Weiss, 2017). In international relations, even at the level of simple internal relations with others, it is not enough just to have the right and to be a researcher, but also to know the negotiation strategies and tricks and ways to deal with them, as well as to negotiate the right well and principles. Self and showing the right seat on the negotiating table is a key factor in achieving the goal (Parvaneh & Nasser, 2021). Negotiation is a practical talent with characteristics similar to those of other abilities; for example, if the template is not used immediately, it is deconstructed

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day by day, and if it is utilized continually, a negotiator can move through the many processes below to become expert (Filzmoser et al., 2021). Negotiation is a communication and decision-making process. Negotiators make offers, counter-offers, and requests, clarify their positions, complement or threaten their counterparts, and accept or reject the current offer (Schoop, 2021).

These communicative activities are linked to choice acts, such as making a specific offer, accepting or rejecting a value for a negotiation issue, selecting an alternative, making adjustments, and so on. The basic incentive for a negotiation is that the parties cannot achieve their objectives on their own; instead, they require the assistance of the other side. As a result, a negotiation is a tangled process in which negotiators are always reliant on their counterpart. This is true of communication as well as decision-making. It has been proven, for example, that verbal behavior (such as threats, insults, or politeness) causes a mirror effect, in which the negotiation partner responds in kind (Schoop et al. 2014).

Negotiating successfully is attempting to obtain an agreement that is agreeable to both sides. There should be no winners or losers as a result of this. Negotiation is a procedure that either results in a satisfied ending for both parties or results in both parties' failure (Parvaneh, 2019). The premise of negotiation is that the parties endeavor to find a common ground between what they want and the outcome of the other party's perspective. You must be prepared, vigilant, and successful in order to achieve this position.

2. Factors affecting negotiation

The most important factor in a successful negotiation is preparation, and in order to prepare, two types of study must be conducted:

2.1. Discover yourself

Knowing yourself and life necessitates careful consideration and reflection, as well as principled and deliberate planning. The negotiation process is greatly influenced by your awareness of your strengths and shortcomings, as well as an accurate understanding of what you desire (Sigurdardottir et al., 2018). To improve your chances of success, work on your self-confidence and behavioral abilities. Consider your life plan as you begin the process of investigating your objectives and needs. Take action to make your aspirations a reality. Also, make sure you're physically and mentally prepared to negotiate; for example, if you're not active in the morning, don't set a timer for 7:30 a.m. unless you absolutely have to.

2.2. Recognizing the other person

Look to see who will be sitting in front of the negotiating table and do some research on him before entering the room. You can look up whom you are negotiating with on the internet or ask your coworkers and others around you. You can guess whom you will run into by researching him. Is this individual logical? Is it based on old and traditional concepts, or is it quality-driven and results-driven? Understanding the values of the other person can help you navigate the negotiation maze.

2.3. Win of everyone

The key to successful negotiation is to understand that each side must reciprocate the concessions made by the other side. Keep in mind that what you value may not be valuable to the other party. Unlike in sports, where one person wins and the other loses, all negotiators have a chance to win in the end. For example, when a union bargains with a company's management, the union obtains higher compensation for its members, while the company's management guarantees that the company's productivity rises. When one party achieves their objectives in a winner-take-all negotiation, the other does not have to give up. In other words, one party's profit is not attained at the expense of the other's loss.

2.3.1. Essential features for forming a win / win negotiation

In order for a win / win negotiation to take shape, negotiators must be found:

- Focus more on common points and perspectives.
- Instead of taking a stand, try to negotiate in the best interests of the client
- Do not just seek to achieve their desires and try to get the other side to achieve their desires.
- Be able to discover and create options to meet the needs of both parties.
- Try to talk about objective criteria and parameters in their speeches instead of mental criteria and perceptions.
- Winner-winner is a description of a point of view, not a name for the outcome of a negotiation.

2.4. Flexibility

One of the most important aspects of any negotiation is flexibility. The power balance between the negotiating sides shifts during the negotiation. When you buy a memento, for example, you discover that the seller is unable to transport the products to your apartment; as a result, you must take everything you purchase with you. In such instances, the seller should be cautious and attempt not to lose interest in the transaction. In certain instances, you can anticipate a discount from the seller (Druckman, 2021). Anything may be negotiated. This is an important aspect to remember, and you should always keep in mind that anything is negotiable. Being a good negotiator is crucial. The key is to inquire. Make a request for what you desire. Ask openly and consistently, and ask in whatever manner you see fit. Why did you say yes and why did you say no?

3. Preparation before a negotiation

As stated, if we consider the stage of preparation, negotiation and conclusion for each negotiation, the stage of preparation before negotiation to achieve the desired result in a successful negotiation will be very important and effective. Accordingly, in the following, we will examine the important points for preparing for the negotiation. It is necessary to take the time to prepare before starting the negotiation and make the most of it. The time allotted should be long enough for you to complete your research. During this time you should provide the necessary "statistics" and "case study" to reinforce your statements. You should also learn about the characters you are negotiating with and use them tactically. For example, if you are referring to complex statistics, instead of emphasizing the other party's ignorance, have sufficient explanations for the complex statistics you are citing.

3.1. Information assembly

Obtaining complete information about the people you will be speaking with and their businesses is one of the most rewarding things you can do during your preparation..This information can be found in print sources such as newspapers, magazines, and brochures, as well as online sources such as the Internet and websites. You could, for example, go to the library, conduct an Internet search, or speak with people who know the person. You can read the company's annual report, marketing research, or newspaper clippings, on the other hand. You can provide arguments to back up your claims by carefully examining these sources. First, double-check that the information is correct. Logic cultivation is a process that involves cultivating the ability to think logically. You should anticipate a logical argument after gathering a large amount of data. You must use one of the two methods below to accomplish this:

- Inference is the process of drawing conclusions from a set of hypotheses. As an example, "I am a stockholder in a publicly traded corporation. During this quarter, the company will pay 70

Rials per share of stock." As a result, my company's share will be 70 rials per share during this time period."

- The term "induction" refers to the process of moving from the whole to the part. "A person who becomes the CEO of a large company, for example, earns a salary boost." Because I will be the deputy managing director, my compensation will be increased." As a result, even if the wage increase does not belong to the person in one situation after promotion, the logic will be invalidated.

4. Negotiation elements

Information, time, and power are the three most important aspects of any negotiation. Most people believe that a meeting between the parties involved starts and ends the negotiation process, but this is not the case. Negotiations can take weeks, months, or even years to complete. The time spent preparing for a negotiation is primarily used to gather information about the other party's goals, needs, and negotiating styles, as well as to design a specific negotiation process. Of course, the amount of time spent on the negotiations is also crucial. The majority of the time, negotiations end in the last 20% of the time allotted. The 80/20 rule is an interesting Pareto rule that governs this aspect of the negotiation (Napoli, Rossi, 2021). Which appears to pervade all aspects of human life. This law states that 20% of what a person does is illegal. It generates 80% of the results, and vice versa, 80% of what a person does generates 20% of the results. This law can be expressed as follows in negotiations: In the last 20%, 80 percent of the desired outcomes are generally agreed upon. Because most agreements are reached in the final 20% of a negotiation, one must remain calm, patient, and wait for the right moment to act. These elements will be researched and explained in more detail in the following sections, in accordance with Table 1.

Table1. Negotiation elements

Negotiation elements	Action
Consider the opposing viewpoint.	It is in your best interests to research the background of the participants and assess the strengths and weaknesses of the other party's stance as you prepare for the negotiation. Also, in your talks, try to understand about their background. Knowing these strengths and limitations, as well as background knowledge about the opposing side, will be quite beneficial.
The other party's negotiating position	Examine the negotiating position of the other party, which has both strengths and weaknesses. To weaken the other party's negotiating strengths, first identify your own weaknesses. The other party's argument in presenting the negotiation subject may appear to be very logical, but you can refute it just as logically, for example, by bringing up a moral point. For example, if someone wants to use a new fish food that increases the growth rate of fish by 15%, the consequences of this rapid growth can be considered. According to studies, eating such foods causes the fish's bones to become so weak that they can no longer swim.
Analyze your benefits.	Because "agreement" or "compromise" are things that are gradually realised in the negotiation process, it is necessary to identify and evaluate the other party's starting point and strengths. For instance, consider whether their topic is compelling. Does this make sense to you? Is it morally permissible? Is the rival party's leader powerful, and does he have good negotiating skills? Predict where the opposing party's strengths will lead in the negotiation process once you know what they are. How much negotiating power does the other party have, and whether it will take advantage of the breathing room to make a decision or consult with higher authorities.
Examine the opposite party's weaknesses.	It's just as crucial to know the other person's flaws as it is to know his or her strengths. These flaws could be related to their position or to their unique abilities. If the opposing negotiating team consists of several people, for example, see if the "divide and rule" rule can be applied. To accomplish this, you can agree on a topic that makes some members of the opposing party pleased while others are unhappy. Find the flaws in the other party's argument by identifying and exploiting problematic moral or political points in their statements. For services firms in the market, regardless of the ownership issue of prices is very important. Prices are in close relationship with all the variables of marketing determine amount of sales, the profitability of the company, its viability and financial stability. Achievement of commercial results in many respects depends on the prices, the right or wrong price policy makes long-term impact on all activity of production-complex supply company (Samadi-Parviznejad, 2021). The sales manager

	<p>of an electrical appliance wholesale company, for example, advises that the company's malfunctioning electrical equipment be sold at a significant discount. This decision poses some potentially exploitable ethical and legal difficulties.</p>
<p>Obtaining data from previous discussions</p>	<p>A negotiation session is typically held between people who have already discussed an issue (for example, renegotiating vendors to renew their annual contract or negotiating with employees to change the terms of the employment contract). If you've already met with the opposite party to negotiate, take note of how the previous sessions went. Refer to past meetings and speak with coworkers who were there. Adapt your strategy in the same way. However, keep in mind that as you gain a better understanding of the other party's strategy, they will formulate new objectives based on the information gleaned from your previous methods.</p>
<p>Find a point of agreement</p>	<p>Ways to find common ground for reaching an agreement or compromise are part of the negotiation process. This is easier to accomplish when people have already negotiated and have a better understanding of one another.</p> <p>For example, an employee negotiating a salary increase with a manager may discover that due to a lack of budget or company regulations, it is not possible to increase the salary directly that year, so instead of increasing the employee and manager's monthly salary, they can consider other options. Discuss receiving a monthly raise that does not satisfy these requirements. For example, instead of raising the employee's salary, the parties could agree to increase the employee's annual leave by one week. This kind of adaptability on the part of the parties, as well as their desire to find common ground, leads to compromise.</p>
<p>Determine your objectives</p>	<p>Try to understand the goals of the other party in the same way that you do your own. make an imaginary and prioritised list of their objectives In order of importance, categorise these objectives as "important," "medium," and "low priority."</p>

5. Strategies of negotiation

When individuals or groups enter into a dispute resolution negotiation, they use a specific approach or orientation. This orientation is based on either a competitive or cooperative mindset. Constant change is an influential factor in current markets and requires organizations to reconsider strategic decisions (Ghahremani-Nahr, Nozari, 2021). As a result, in the negotiation, two main strategies can be considered: collaboration strategy (integrated) and competitive strategy (distribution) (The integrated strategy is based on collaboration, and parties who follow this approach seek win-win outcomes (Nguyen et al., 2019). Competitive strategy is based on competition and the parties who participate in

it. They stick to win-win strategies. Of course, some scholars, such as Fisher and Yuri, believe that there are three strategies: soft, hard, and strategy, which they call regular negotiation, in their famous book *The Psychology of Consensus* (Fisher et al., 1986). Hard strategy is highly competitive, soft strategy is highly cooperative, and regular negotiation strategy is an intermediate issue, according to these authors. This strategy emphasizes collaboration rather than competition.

5.1. Strategy for collaboration (integrated)

A collaborative or integrated strategy is a type of negotiation in which the parties collaborate to find a win-win solution to their differences. This strategy focuses on agreements that satisfy both parties and are based on their mutual interests. Integration, or the latent capacity to combine the interests of the parties in a way that creates shared value, is the bread and butter of this strategy (Suh, 2009). Alternatively, you can increase the current benefit. When there are numerous issues in a negotiation, there is a latent ability to combine so that the parties can find a solution with their permission by trading on distinct issues. The significance of this method is that after the conclusion of discussions based on it, both parties win and are happy with the outcome, and good relations between them remain.

5.2. Distributional (competitive) strategy

A competitive strategy is a negotiation style or attitude that involves sharing a fixed resource, such as money or facilities. In a competitive approach to negotiation, the parties aim to maximize their share of the existing resource by believing that the current resource or privilege is continuous and impermeable (Abigail et al., 2018). The reason for using this strategy is that some disputes cannot be resolved any other way, and only one of the parties must receive the full or more of the existing benefit. The greater and more important the source of the negotiation, the more difficult the dialogue and the end of the talks will be in this style of negotiation (Hossiep et al., 2019) In competitive style talks, information is crucial. Each party strives to secure its own information while also gaining access to information about the red lines and solutions of the other. In these negotiations, the superior party's superiority of information will result in a strategic victory, and the superior party will conclude the outcome of the negotiation in its favors. If the competitive strategy dominates the negotiation space, each negotiator will "rightfully" invalidate the other party's demands, interests, and positions.

6. Conclusion

You are a negotiator, whether you like it or not. Negotiation is an unavoidable part of life. You discuss your promotion with your boss. You try to negotiate the price of a stranger's land or house with him. Negotiation is an art form that, like other arts, involves a deep understanding of key ideas, strategies, and tactics. Pre-negotiation preparation to identify your strengths and limitations, as well as the other side of the negotiation, allows you to engage into discussions with a more appropriate programme and achieve better results. It all starts with acquiring the correct information from the other side, analyzing the other party, and getting ready for the negotiation. Getting the desired result will be lot easier if you act correctly with comprehensive information, prior knowledge, and forethought.

We attempted to explore the general notions of successful negotiation in this post, as well as strategies for preparing for a successful negotiation. In addition, negotiating methods were taught in order to deal with a variety of behaviors that could occur during a discussion.

Conflicts of Interest

All co-authors have seen and agree with the contents of the manuscript and there is no financial interest to report. We certify that the submission is original work and is not under review at any other publication.

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