

# Analysis of Business Negotiation Techniques and Strategies

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## Abstract

**business negotiation activity is an essential communication between buyers and sellers in economic activities to facilitate transactions. It is a basic means to solve the differences of interests between buyers and sellers and to obtain the best interests of each other. This requires the negotiating parties to adjust the proportion of interests, reduce differences of opinion, and finally establish a mutually acceptable outcome of the negotiations. But in the process of negotiation, if the subject of negotiation is not sure of the necessary skills of negotiation, it may lead to the breakdown of negotiations and bring huge losses to economic activities. Therefore, the two sides should be good at collecting relevant information of negotiations, analyzing and thinking from time to time, on the ground, scientifically controlling the nature of the problem, and finally expressing the relevant contents clearly and accurately through negotiations, so that the negotiation skills and methods can become the basic reference system in the whole negotiation process, so as to turn differences into cooperation and achieve the goal of win-win.**

## Keywords

**business negotiation; skill; strategy.**

## 1. Introduction

Because of the development of economy and the frequent business activities, it is necessary to carry out business transactions. In business activities, in order to cope with the increasingly fierce business environment, constantly optimize and iterative negotiation strategies and skills, people-oriented, continuous innovation, explore the development trend and methodology of business negotiations, it is very important.

## 2. The Preparatory Phase before Business Negotiations

Judging from the importance of this stage of business negotiation, the preparation before negotiation is as important as the negotiation process, and even determines the success or failure of the negotiation. Therefore, it is particularly important that preparations before negotiations be adequate, comprehensive and detail-oriented. The so-called "everything is set in advance, not in advance will be abandoned ". As negotiators, we must understand their own negotiation purpose in the preparatory stage, understand the relevant information of each other's units and individuals, and learn to use the relevant methods of negotiation to analyze, formulate personalized negotiation strategies, quickly and accurately reach the negotiation results, and promote win-win.

## 3. For Negotiators

Find the interests, authority, specialty, ability, character and other characteristics of the negotiator online and offline in advance, so as to know clearly and follow the outline.

Negotiators should have the corresponding political literacy, enterprising spirit, familiar with the relevant areas and national and regional laws and regulations, understand the local customs of the negotiating party. Seek truth from facts, learn to persist, learn responsibility and responsibility, so that the whole negotiation is reasonable, reasonable, efficient and scientific, mutually beneficial and win-win.

#### **4. Information Preparation for Negotiations**

"Know yourself and know your enemy. The preparation of the necessary information for several people in the company of the other party is an important condition for the success of the negotiation. Only when we understand the interests of each other's company and individual, company profile, personal negotiation style, etc., can we formulate targeted negotiation strategies, and formulate corresponding negotiation strategies and straighten out the negotiation steps for the important information collected. The more detailed and adequate the information of the other party, the more able to control the pace of the negotiations, control the outcome of the negotiations. Negotiation information is the biggest variable to decide whether the negotiation process is smooth or not, so breaking the information imbalance with the other party and finding the right negotiation point is always the basic accomplishment of the negotiator and the magic weapon to win.

#### **5. Business Negotiation Programme**

The secret of negotiation lies in clarifying all information and answering all questions. When the negotiator knows all the information of the negotiation, he should make the corresponding negotiation plan, plan the whole negotiation process scientifically in advance, predict objectively, evaluate correctly, and carry out the iteration according to the change of the negotiation environment. And we should base on the qualification, integrity and history of the negotiation object, focusing on the following aspects.

(1) Setting objectives for negotiations.

The goal is the purpose of the negotiation, the final outcome of our negotiation process, and the core element of the whole negotiation process, which must be grasped at all times. In general, the objectives of the negotiations are set from the following three aspects before the negotiations.

a. basic goals; b. alternative goals; c. the most desirable goals.

The basic goal is the bottom line of the negotiations, which must be maintained regardless of the occasional incident in the course of the negotiations and can not be abandoned.

In contrast to the ideal goal, in the negotiation process, as the negotiation environment changes, can choose to give up the ideal goal.

There is often a reasonable interval between the basic goal and the most ideal goal, which is also an alternative to our negotiation. When the negotiation factors change, we can adjust this target variable according to the actual situation.

The formulation of negotiation objectives can not rely on their own subjective assumptions, to understand the other party's information and our objective situation, to make real-time, reasonable adjustments.

(2) prejudice the issues of the parties in the negotiations.

Negotiation is a process in which both sides constantly strive, flip-flop, compromise and bargain in order to achieve a balance of interests. So the two sides need to negotiate face-to-face communication, even after a number of negotiation activities to be able to complete, and finally achieve a mutually beneficial win-win outcome. Therefore, before the negotiation has begun, the negotiators should take stock of the problems that may be encountered in the

negotiation process based on past experience and negotiation methods and strategies, and make a good plan and know.

## 6. Establishment of a List of Actions for Negotiations

Once the objectives of our negotiations have been established, we will have to develop the process of negotiations. It includes the specific time and detailed place of the negotiation, the time and place of the negotiation. These factors should be adapted to the content of our negotiations, the objectives of the negotiations, the personal style of the negotiators, so as to achieve the right time, geographical location, people and people.

### (1) Timing of negotiations.

The choice of negotiation time should be based on the content of the negotiation, determine the specific time of the negotiation, and the length of time required for the negotiation. It is manifested in the following two aspects:

#### 1 Options for a specific time for negotiations.

From the big point of view, we can work out the specific time of negotiation from season, month, date, whether it is weekend, morning or afternoon. Also according to the progress of the negotiator to collect the other party's information, the other party's negotiator's psychological literacy, personality characteristics and other factors to formulate a specific negotiation moment. If the conditions are not mature enough, we must not be hasty to determine the specific time of the negotiations, bring special factors to the negotiations, affecting the objectives of our negotiations.

#### 2 Timing of the negotiation process.

You can divide the time of the negotiation into pieces, arrange the topics which are in our favor and which are impossible for the other party to give in before the negotiation, and arrange as much time as possible to communicate. Put the issues that are not good for us and require us to make concessions and compromises behind the negotiations and arrange for a shorter time as possible. In fact, this is based on the other side's concessions, as a prerequisite and conditions for our concessions, if the other side in front of concessions, then I can also put in the back of concessions, or not concessions, so that the whole pace of negotiations by our firm grasp. The principle is to expose each other's weaknesses more comprehensively, to put them at a disadvantage, and to hide our disadvantages as much as possible and to increase the bargaining chips.

### (2) Selection of the negotiating venue.

In actual negotiation, the environment of negotiation plays a very important role in negotiation. He can influence the negotiation, the psychological, emotional and communication effects of both sides. In choosing a venue for negotiations, we should focus on the following three:

#### The negotiation with us at home.

In this case, we can choose a more familiar location in our city, which can reduce the psychological obstacles caused by the lack of familiarity with the environment, make the whole negotiation more smooth and confident, and also allow our negotiators to facilitate transportation and avoid the slow journey. It is also convenient for our negotiators to report the negotiation process and status to the relevant responsible person in a timely manner. Whenever conditions permit, the location of the negotiations can be identified as a location in the city where the home negotiations are held.

#### Guest-oriented away negotiations.

In the actual negotiation process, it is not all home-court negotiations, and sometimes must accept away negotiations. In away negotiations, we should abandon the interference caused

by the site and the environment, conduct negotiations with all our heart and soul, and make decisions according to the rhythm of negotiations. The away negotiation, because does not get our support, more easily exerts the negotiator's subjective initiative. This requires the negotiators to arrive ahead of time, conduct multi-faceted field visits, understand each other's various aspects of the situation, fully obtain the relevant information of the negotiations, to help the negotiations.

### (3) Third-party negotiations

That is, a third place outside the main away. This choice of negotiating location is relatively fair and reasonable. This requires both parties to negotiate together before the negotiations, and to determine the city and location of the negotiations.

## 7. Business Negotiation Techniques and Strategies

Business negotiation is a kind of practical and highly skilled course, which requires negotiators to master the necessary negotiation skills and strategies in order to achieve the expected goal of business negotiation. Then, how to improve the negotiation skills and negotiation methods of negotiators, we must study the skills and strategies of business negotiation and improve our own professional quality. Of course, business negotiation also includes improving the comprehensive literacy of different cultural patterns, countries and environment, and creating favorable conditions for negotiation. I list the following common strategies and techniques for reference.

1. advantage negotiations :(1) bitter after sweet-first talk about the difficulties we face and then appropriate concessions strategy ;(2) without precedent-must not first concessions strategy ;(3) limited conditions-to further elaborate on our limited conditions strategy ;(4) preemptive-state their position to do things first step strategy ;(5) hard-to-get always grasp the initiative strategy ;(6) unprepared-to fully prepare for innovative negotiation conditions strategy ;(7) Sound to the west -- a strategy to find important factors to negotiate.

2. balance negotiations :(1) avoidance of conflict-only good strategies for both sides ;(2) emotional investment-the strategy of infecting negotiators with emotions ;(3) satisfying needs-the strategy of satisfying each other's needs as much as possible ;(4) compromise-learn appropriate compromise strategies ;(5) win-win strategies;

3. inferior negotiation: in this case, the purpose of our negotiation is to change our passive state into an active state as far as possible, or to minimize our losses. We can adopt the following strategies :(1) fatigue warfare -----(6) Limited power – a strategy that recognizes one's lack of authority ;(7) a strategy that takes advance as a retreat – an offensive strategy to give one's own retreat; in specific negotiations, we can use these strategies flexibly and flexibly according to the actual situation in order to maximize its effectiveness.

Interest and conflict often occur at the same time, in business negotiations is to avoid conflict, the process of obtaining benefits. It is the success of our negotiations that both sides should adopt effective strategies and methods to avoid conflicts, reduce differences and obtain the best interests acceptable to both sides. This requires negotiators to make timely adjustments according to different negotiation environments and factors, constantly improve, improve their own internal work, and improve their bargaining chips.

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