

CHARACTERISTICS AND FEATURES OF SUCCESSFUL NEGOTIATIONS

Liliana Villacis,

student at International Economic Relations department

KROK University, Kyiv, Ukraine

e-mail: lily.espinosa29@icloud.com

Bielova O.,

PhD, Associate professor at Marketing and Behavioral Economics department,

KROK University, Kyiv, Ukraine

e-mail: bielovaoi@krok.edu.ua

ORCID: <https://orcid.org/0000-0001-9359-6947>

Rybalko I.,

Senior Lecturer at the Department of Project and Process Management,

KROK University, Kyiv, Ukraine

e-mail: dpk2@krok.edu.ua

ORCID: <https://orcid.org/0000-0002-5332-2666>

The science of how to negotiate and get own way has been known since antiquity. The ability to convey an idea and bypass negotiating partners with the help of rhetoric, and even sophistry, brought real wealth and non-illusory power to intelligent Hellenes. Nowadays, knowing how to negotiate correctly has become extremely important, because you cannot go on a military campaign against a business partner. Business has learned to convince and win with words. Let's examine the art of negotiation in stages and discuss how to negotiate cooperation with profitable partners, how to negotiate with the most difficult clients and how to convince the mighty of this world - investors.

The ability to negotiate with customers is an important business skill that can be profitable even if the product does not stand out from the competition. The opposite is also true: even having a unique product, you cannot interest anyone, because the negotiations were poorly conducted.

Through negotiations, people bargain for various bonuses and special conditions, find like-minded people and partners, create a loyal environment, cooperate mutually and resolve conflicts, even old ones. You can choose a more aggressive line of behavior: to push through your desires, suppress interlocutors, win.

Much more can be gained through negotiations than was originally anticipated. Skillful negotiation is not just a technical negotiation. You can get a variety of preferences, find new like-minded people, create a network of loyal contacts, come to a compromise and extinguish old conflicts. Or vice versa - to push through your decisions, dominate and win an unconditional victory. No matter how business coaches pretend that negotiations are just conversations that both parties are interested, in fact, everyone is pursuing their own benefit and wants to know how to achieve an advantage, while acting directly or "behind the scenes". It seems like a good metaphor for negotiation would be a sports competition, where the parties yearn to win but respect the opponent and his position.

There are two main types of negotiations: partnership, when the parties want to come to a compromise or, better, cooperation, and competitive, when the parties fight

for their interests to the end, when any compromise is a loss. In the first case, both partners sacrifice something in order to agree and get started. In the second, it is more important to achieve your goal at any cost.

There are the following types of negotiations:

Authoritarian - speaking from a position from above. You can only take the position of the main one if you are really the main one: the boss or a obviously more powerful partner. But pretending to be the main one, “turning on the boss” is not recommended - it does not look very advantageous and can only impress inexperienced negotiators.

Democratic - the participants consider (at least formally) each other equal partners and do not use open pressure, but “work” for persuasion, strive to demonstrate the benefits of the deal for the partner.

Informal - “let's talk heart to heart”, “meeting without ties”, “discuss in a bathhouse”, “let's have a coffee”. The style when partners seem to meet not for negotiations, but to communicate and come to something.

Negotiation - a rhetoric contest, a fun game, a brutal war, or a friendly get-together? You can treat negotiations as you like, but you need to follow the principles that have been worked out for centuries. Respect and attention to your partner, a firm intention to achieve your goal, a willingness to dialogue - that's enough.

References:

1. Barry, B., & Fulmer, I. S. (2004). *The medium and the message: The adaptive use of communication media in dyadic influence*. *Academy of Management Review*, 29, 272–292.
2. Drolet, A. L., & Morris, M. (2000). *Rapport in conflict resolution: Accounting for how face-to-face contact fosters mutual cooperation in mixed-motive conflicts*. *Journal of Experimental Social Psychology*, 36, 26–50.