

## Characteristics of an effective negotiator in modern business

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People often participate in various negotiations during the workweek: with staff members and job seekers, customers, vendors, suppliers, and competitors, or if the person is the owner or head of a business, in all these cases it is vital to know all the important characteristics negotiation processes [1]. Confidence, flexibility, patience, persistence are the standard qualities required in all negotiations. But there are special skills that help you to significantly strengthen your position as an effective negotiator. Most people who negotiate do not focus on the desired outcome of the meeting and this is one of their deepest mistakes. To get a clear idea of the goals, it is important to understand what is the best possible outcome of the transaction, what the bottom bar may be, what are its acceptable standards.

Further, the negotiator must have a clear strategy for conducting the dialogue. The skill of building a strategy before each negotiation will definitely bring you closer to the best possible outcome [2]. The main element of the strategy is the search for a real entry into negotiations, such an element is used even if in negotiations on small transactions or in negotiations at the first stages, which are more responsible for the advisory part. It is always worth spending an extra five minutes and finding out more information about a given product or company or about the service provided, who else sells such equipment and for how much, what competitors, what elements they use, what kind of funnel they operate on. Thus, the negotiator will be able to easily enter the negotiation process through the «entrance of the competition», which cannot but put it in the right light, thereby making it the dominant element in the conversation from the very beginning. As a result, the negotiator is more likely to bargain for the best deal for his company.

This is an important step in your development as an effective negotiator, for this you need to try to get to know yourself better, understand what style of behavior you like the most, and find out what exactly was lacking in previous negotiations, how difficult or comfortable it was and how it can be corrected, what can be applied in future negotiations, where you can change the scheme or approach [4].

The fourth step of a successful negotiator is building motivation. Knowing why the other party is interested in a deal is one of the most powerful negotiating tools. This can be easily understood by asking leading questions, thereby building the logic of negotiations in your head. These can be questions about competitors, their products, prices, and why they want to cooperate, what is the ultimate goal of the cooperation, what stages, and important conditions. With these questions, the negotiator creates a

kind of motivation for a colleague in the negotiation process, which will also contribute well to the final decision taken.

The fifth characteristic is the creation of the appearance of disinterest in the transaction. There are three tactics that will make it much easier to assume the role of the reluctant side. At first, to show your fake unwillingness to make a deal, be sure to use body language, try to portray yourself as an impatient person. Usually, such people are tense, constantly leaning forward, as if preparing for a jump, or they can run at any moment—guided by such gestures, you will begin to create a clear illusion of your disinterest in negotiations. Another option, on the contrary, maybe complete calmness, so you will create the impression of a «reluctant» side. To do this, you need to behave extremely calmly. Putting your feet in front at an angle of 90 degrees, and rounding your shoulders—such actions will show complete disinterest in what is happening. Next, we should remember the influence of the human voice on the creation of an image, because the more quietly the negotiator speaks, the more it seems that he is not interested in the deal.

The sixth characteristic is mental protection. It is expressed in psychological protection against provocations and manipulations and is created by the skill of technological communication. If the interlocutor is manipulating, and the negotiator is not ready to fight back and clearly place accents, this is not just weakness, it is provocative behavior that must be defended in a delicate way. And this mode of behavior provides not only at the level of words, intonation, gestures, and especially energy is extremely important.

The last element of a successful negotiator is proactivity. Usually, people consider interaction at the level of one round, but it should be remembered that negotiations are part of multi-way combinations. The psychology of a professional «player-negotiator» is when a negotiator clearly knows how to see the situation in many contexts, he can turn a defeat in one meeting into a victory in another, and all this is guided by efficiency and the skill to correct the situation in his favor.

The ability to negotiate is a complex skill, in which you need to know how effective negotiations are arranged, according to what algorithm they should be carried out, how to avoid typical mistakes, how to formulate a good proposal in a qualitative way and make productive adjustments to the counter-proposal of the interlocutor. In addition, you need to be able to listen carefully, especially trying to understand the opponent's arguments, but not be distracted by preparing a response, to behave at ease and relaxed, to be confident and sensitive to subtle manifestations of the interlocutor's emotional response, which can be shown by facial expressions, intonation, posture and so on, it is also worthwhile to understand well the psychology of human relationships and not forget about all these factors at each of the business meetings. If all this is consolidated with competent preparation, then you can consider yourself a successful negotiator [5].

Thus, we can summarize that the basis of any negotiation is the conviction that only logic and persistence can be convincing. Skillful negotiators use fewer reasons, more factual information (which they have prepared in advance about the opponent's

company), they are guided not by emotions, but by predictive calculation, as well as successful negotiators will certainly use body language and necessarily a calm state of the body, facial expressions, and movements [3]. Negotiation is a complex human activity in which there is neither correct nor incorrect behavior, each negotiator must raise the question of the awareness of this very behavior and the ability to control it, and the characteristics that I described above will only help to be in a firm position and increase the likelihood conclusion of a deal in favor of the negotiator.

**Ключові слова:** negotiation, negotiator, effective negotiator, successful negotiator.

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