

NEGOTIATION SKILLS - Name of the Tool

1) NAME AND DESCRIPTION OF THE TOOL

Communication is one of the main components of **Negotiating Skills** for an entrepreneur, who should develop **communication skills** such as:

- Asking for feedback;
- Establishing clear communication to avoid misunderstandings that might prevent from reaching a compromise;
- Expressing oneself in an engaging way;
- Identifying non-verbal clues;
- Listening actively;
- Understanding the natural flow of conversation.

2) OBJECTIVES OF THE TOOL

3 Main Objectives of the Tool:

- Assess one's current negotiating competencies;
- Learn skills and behaviours for enhancing competencies;
- Understand the fundamental principles of good negotiations.

3) CONNECTION OF THE TOOL WITH THE ENEMY

Communicating in **negotiation** is paramount because it consists in:

- Exchanging procedural aspects;
- Explaining;
- Informing on the different alternatives;
- Informing on the results of the negotiation;
- Offering, counter-offering and reasoning.

4) RESOURCES & MATERIALS

Materials and resources that are needed to develop the tool

Materials: The *Quiz* at the end of this document and a pen.

Resources:

- Čulo, K. & Skendrović, V. (2012). Communication in the Process of Negotiation. *Informatologia*, 45(4), 323-327.
- Donaldson, M. C. (2007). *Negotiating for Dummies*. Hoboken, NJ: Wiley Publishing, Inc.
- Taylor, S. (2005). *Communication for Business*. Harlow: Pearson Education Limited.
- *Think You Are A Good Communicator? Take the Quiz to Find Out!* Available at: <https://www.boldlylead.com/think-you-are-a-great-communicator-take-the-quiz-to-find-out/>. Accessed on March 13, 2021.



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5) IMPLEMENTATION OF THE TOOL

The sequence of steps and an approximate timing of the actions to be taken are as follows:

- Step 1, 10 minutes. *Read the "Statement" column in the Quiz at the end of this document:*
 - Pay attention to the wording;
 - Look up words in the dictionary if you do not understand all the words.
- Step 2, 10 minutes. *Score yourself:*
 - Assess how well you do each statement;
 - Be totally honest with yourself if you want the quiz to be meaningful;
 - Be tough.
- Step 3, 5 minutes. *Add it up:*
 - Take it seriously;
 - Face the reality;
 - Decide what to do next.

6) WHAT TO LEARN

With this tool, one can learn:

- How good a communicator he/she is;
- How to communicate more effectively verbally and non-verbally;
- How to focus simultaneously on the negotiation results and relationship to achieve one's objective;
- How to increase confidence and ability to strategize;
- How to think creatively and clearly in difficult situations;
- How to understand negotiation as an art and science;
- What his/her strengths and weaknesses as a communicator are;
- What needs to be done to improve as a communicator.



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Quiz – Are You a Good Communicator?

For each statement below (followed by explanations), identify how well you do it. Be totally honest and give yourself **1** point for “rarely”, **2** points for “sometimes”, **3** points for “usually”, and **4** points for “always”.

Statement	Points
<p>I actively try to retain important facts.</p> <p>Communication is intended to be bilateral so, whether you are speaking or listening, you are meant to be active. A part of active listening is making sure that you get at least the critical points of the communication. Take notes if possible.</p>	
<p>I adjust my message to my audience.</p> <p>The same message can be conveyed in many ways depending on your interlocutor (an employee in your enterprise, a partner, a supplier). It is not a matter of perceived intelligence or even one of rank, but a matter of context and what they can relate to.</p>	
<p>I allow the speaker to finish without interrupting.</p> <p>You cannot really fully understand what someone else is trying to say if you do not let them finish, which requires some patience. With some, you may have to hold on when they pause and wait until they really are done.</p>	
<p>I attempt to connect with my audience.</p> <p>Connection is critical to communication. When people know you care about them, they are likely to be open to what you have to say.</p>	
<p>I avoid getting agitated or hostile when I disagree with the speaker.</p> <p>When you do not agree with the statements of others strongly, it is somewhat natural to have an emotional reaction. But, when emotions take over, you can no longer depend on your hearing for accuracy: you either hear what you want to hear or what you think they are going to say.</p>	
<p>I avoid the use of jargon or industry slang or acronyms.</p> <p>The slang and acronyms are typically known only to those in that circle, that is why your interpretation of slang or acronyms depends on your circle. When communicating with others, you cannot assume they speak or understand your industry language.</p>	
<p>I invite questions.</p> <p>In general, most people who do not welcome questions are either unsure of their message or not interested in whether you really understand it. Questions create the two-way exchange that leads to real understanding.</p>	



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I look for the subtext.		
When listening, it is more than just words, it is the context and meaning behind those words. You need to be able to read between the lines: not make assumptions, but search for meaning. Also, look at non-verbal clues for the emotion behind the words.		
I make an effort to be interested in what the other person is saying.		
If you are sharing a message with someone, you can tell when they are not even vaguely interested in what you have to say. Their attitude and their body language give it away and inevitably their words will too. You may do the same when someone is speaking to you.		
I repeat the details of the communication to the subject in order to get everything right.		
It is not enough to just confirm hearing, you must confirm understanding as well. Achieving understanding is the responsibility of both the speaker and listener. As speaker, confirming understanding allows you to say it again a little differently. As listener, repeating the details back to the speaker means he/she can confirm that you understand the right message.		
I tune out distractions when listening and I avoid being a distraction myself.		
The majority of people believe they can multi-task but they are all wrong. You cannot tap away on your smartphone and give someone your full attention at the same time. You cannot hold multiple conversations concurrently and be effective.		
9-17 points	You have a LOT of work to do to become a good communicator. Think about some formal training and professional feedback.	
18-26 points	You do employ some effective communication skills. You may want to identify areas where you can improve and intentionally develop those. Again, some formal training and coaching might help.	
27-35 points	You are pretty good to great communicator. You likely work at communicating effectively. What can you do to raise that score? A coach can help take you up to the next level.	

