

# NEGOTIATION SKILLS - Name of the Tool

## 1) NAME AND DESCRIPTION OF THE TOOL

**Persuasion** is one of the main components of **Negotiating Skills** for an entrepreneur, who should be able to induce someone to do something through reasoning or argument and, subsequently:

- Define why his/her proposed solution is beneficial to all parties involved in the negotiation process;
- Encourage others to support one's point of view.

## 2) OBJECTIVES OF THE TOOL

3 Main Objectives of the Tool:

- Assess one's current negotiating competencies;
- Learn skills and behaviours for enhancing competencies;
- Strategize appropriately for difficult negotiation situations.

## 3) CONNECTION OF THE TOOL WITH THE ENEMY

**Persuasion in negotiation** is paramount because in negotiating:

- It is not enough to convince somebody; you need to persuade him/her;
- One needs to adjust his/her discourse depending on the audience (hostile / resistant, neutral, receptive);
- One needs to influence acts, attitudes, beliefs or values;
- One needs to strengthen something that already exists;
- Persuasion is about a certain fact, policy, or value.

## 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:

- Codoban, A. (2006). From Persuasion to Manipulation and Seduction (A Very Short History of Global Communication). *Journal for the Study of Religions and Ideologies*, 14, 151-158.
- Knowles, E. S. & Linn, J. A. (eds.) (2004). *Resistance and Persuasion*. Mahwah, NJ – London: Lawrence Erlbaum Associates, Publishers.
- Levine, R. (2003). *The Power of Persuasion: How We're Bought and Sold*. Hoboken, NJ: John Wiley & Sons, Inc.
- Taillard, M.-O. (2000). Persuasive Communication. The Case of Marketing. *Working Papers in Linguistics*, 12, 145-174.
- Watt, S. S. & Barrett, J. T. (2019). Persuasive Speaking. In *Principles of Public Speaking*. Available at: <https://courses.lumenlearning.com/publicspeakingprinciples/>. Accessed on 13.02.2021.



# NEGOTIATION SKILLS - Name of the Tool

## 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 first two columns 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, 5 minutes. *Score yourself:*
  - Tick “Yes” or “No” for each issue;
  - Be totally honest with yourself if you want the quiz to be meaningful;
  - Be tough.
- Step 3, 10 minutes. *Add it up:*
  - Calculate how much of you as a persuader is also being a “Calculator”, a “Collaborator”, an “Investigator”, or a “Motivator”;
  - Example: to see the percentage of “Calculator”, keep in mind that one “Yes” represents 33.33%, two “Yes” represent 66.66%, and three “Yes” represent 100%;
  - One “Yes” in “Collaborator” represents 25%, one “Yes” in “Investigator” represents 16.66%, and one “Yes” in “Motivator” represents 33.33%;
  - If your overall score is 100%, you are the best persuader ever!

**Do not forget:** The Persuader is good at public speaking and performs well as a leader. Those with this trait are good at selling an idea / a product. Persuaders are usually self-starters and are comfortable dealing with all types of people. Careers for this trait include politicians, real estate agents, and social media directors.

## 6) WHAT TO LEARN

With this tool, one can learn:

- How much of him/her as a persuader is also a calculator, a collaborator, an investigator or a moderator;
- How to be a better persuader;
- How to communicate more effectively as a persuader;
- How to focus simultaneously on the negotiation results and relationship to achieve one’s objective;
- The kind of persuader he/she is;
- What his/her strengths and weaknesses as a persuader are;
- What needs to be done to improve as a persuader.



# NEGOTIATION SKILLS - Name of the Tool

## Quiz – What Kind of Persuader Are You?

Persuader as a / an:	Issues to approach	Responses	
		Yes	No
<b>Calculator</b>	I am not great at seeing the negatives in what I am proposing.		
	I help colleagues with their workload as you never know when you may need their help.		
	I highlight the negative consequences of alternatives to my idea, as well as promoting the positives in my approach.		
<b>Collaborator</b>	Getting people together to work through an important decision will only dilute my influence and make me look weak.		
	I am able to work alongside anyone to bring them over to my point of view.		
	I tend to use the same tried and tested tactic to convince my teammates.		
	My teammates and managers trust my abilities.		
<b>Investigator</b>	I am capable of finding the information I need, when I need it.		
	I find it much easier to influence my team members and suppliers than to influence my manager and customers.		
	I have a strong grasp of facts and figures and use them to back up my case.		
	I lose my confidence if the other person starts debating when I need to get my point of view across.		
	I struggle to use a logical and structured approach to influencing, and prefer to think on my feet.		
	Using information about others gained from "office politics" can be useful in ensuring support for my pitch.		
<b>Motivator</b>	I like to look at the big picture when trying to influence, rather than focus exclusively on the details.		
	I make connections easily - people enjoy my company and want to hear what I have to say.		
	I pitch my arguments at people's heads rather than their hearts.		
<b>Possible percentages</b>			
<b>Calculator</b>	0%, 33.33%, 66.66%, 100%		
<b>Collaborator</b>	0%, 25%, 50%, 75%, 100%		
<b>Investigator</b>	0%, 16.66%, 33.33%, 49.98%, 66.66%, 83.3%, 100%		
<b>Motivator</b>	0%, 33.33%, 66.66%, 100%		

