

The Art of Negotiating

Negotiating is more art than science, and a subtle art at that. And there are as many ways to approach a key negotiation as there are ways to paint a picture; being **brusque** and confrontational, open and honest, or **aloof and secretive**.

Even defining “negotiation” is more of a watercolor than a paint-by-numbers experience. For instance, aren’t conversations with **spouses** and children, colleagues or shop assistants also negotiations of a kind?

The one thing most experts will agree on is that it is an art founded on information. Being unaware of your opposing party’s palette of strengths and weaknesses, motives and needs, can be fatal to the outcome.

Most companies will assume that their negotiators understand their own business and market sector very well. But how well do they really understand their counterpart’s business? Or the businesses of their main rivals? And what about you? How well have you researched the alternative vendors or suppliers of your own clients?

There is no doubt that negotiating has become more demanding in recent years – not only are the **stakes** higher than ever, and industries more complex, but globalization means negotiators increasingly need the **gift of the gab**.

For **the faint of heart**, that must make painting pictures for a living sound positively relaxing.

Glossary

aloof and secretive	otillgänglig och hemlighetsfull
brusque	brysk
founded on information	baserad på information
gift of the gab	talets gåva
spouses	make/maka
stakes	insatser
the faint of heart	osäkra, rädda, fega