

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	etäinen, torjuva
assume	olettaa
brusque	töykeä, tyyli
confrontational	hyökkäävä
counterpart	kollega, virkaveli, vastaavassa asemassa oleva
(the) faint of heart	arka, pelokas; epävarma
fatal	tuhoisa, kohtalokas
(the) gift of the gab	hyvät puhelajut
opposing party	vastapuoli
outcome	tulos, tulokset; seuraus
paint-by-numbers	valmiin kaavan mukainen, mielikuvitukseton (viittaa lasten värityskirjojen tehtäviin, joissa väritettävän kuvan eri alueet on merkitty numeroilla)
palette	paletti, värilevy
rival	kilpailija
secretive	vaitelias, salaileva
spouse	(avio)puoliso
stake	panos
subtle	hienovarainen; taidokas; syvälinen