

Article Review: Best Practices in Negotiations

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Abstract

The article select by the textbook of Negotiation”, and Article 7 in Negotiation. Critique this article and review it in a brief manner. It is a synopsis of what we have found out about the field of transaction. It advises us that arrangement is inborn in our lives and faces us commonly every day. This article is a reflection by the writer's utilizing a wide perspective of best practices for moderators to concentrate on to enhance transaction aptitudes and systems.

Critique Article

The article selected for Critique focus on ten best practices for negotiation. These ten best practices for negotiations are discussed below.

Best Practices for Negotiators

These are the following best practices for negotiators.

Be Prepared

The authors of our text encourage us to be diligent in our preparation for negotiation; doing as such will deliver better investigation and emphatically help accomplishment of our objectives (Lewicki, & Barcellos, 2010). Arrangement ought to start before beginning transactions. To start with, comprehend one's own particular objectives and hobbies and work on articulating them to the next gathering. Second, try to comprehend the other party's objectives and hobbies keeping in mind the end goal to go to an understanding that addresses the issues of both sides (Raiffa, 1999).

Diagnose the Fundamental Structure of the Negotiation

Determine up front, if you are confronting a distributive, integrative or mix sort transaction. Pick strategies and systems that match the sort you have chosen. Continuing with the wrong system for the sort of transaction you go into will bring about a not exactly attractive result. For instance, utilization of integrative strategies in a distributive transaction may be an endeavor to occupy a gathering from their coveted result and once found could prompt the activity of one's BATNA (Lewicki, et.al, 2011).

Identify and Work the BATNA

Power in negotiations comes from available alternatives. The most likely alternative selected when an agreement cannot be reached is a party's best alternative to a negotiated agreement (BATNA) (Lewicki, & Barcellos, 2010).

First, negotiators need to be watchful of their own BATNA in order to maximize the outcomes. Improving a party's BATNA improves the agreement. Second, a negotiator must determine the other party's BATNA and compare it to their own (Lewicki, et.al, 2011).

Be Willing to Walk Away

The goal is not to necessarily reach an agreement but to achieve a valued outcome. Experienced negotiators know this and are always prepared to end any negotiation that produces an outcome worse than their BATNA and walk away point. Negotiator's who focus on the goals and continue to compare their targets with the BATNA and walk away points reduces the possibility of a poor agreement (Raiffa, 1999).

Master Paradoxes

Negotiators must recognize the paradoxes, which negotiations typically contain while occurring simultaneously (Lewicki, & Barcellos, 2010). Five common paradoxes are listed in the article for consideration.

- Claiming value vs. Creating Value
- Sticking by Your Principles
- Sticking with the Strategy vs. Opportunistic Pursuit of New Options
- Honest and Open vs. Closed and Opaque
- Trust vs. Distrust

Remember the Intangibles

Intangibles are factors, which are not obvious. Negotiators usually do not see intangibles readily. The negotiator may suspect that things “just don’t add up” or “just don’t make sense” based on the other party’s behavior or on information gathered either in the planning stage or after a negotiation has begun (Lewicki, et.al, 2011).

Actively Manage Coalitions

First, identify the three types of coalitions: coalitions against you, coalitions that support you, loose coalitions whom you are not certain where they will land. Assessing the strength and activity of a coalition is important towards gaining any benefit from them as a negotiator (Raiffa, 1999).

Savor and Protect your Reputation

The reputation of a negotiator, how others remember their past experiences with you, is developed over time and is difficult to change. A negotiator with a good reputation will have an easier time negotiating in the future (Lewicki, et.al, 2011).

Remember that Rationality and Fairness is Relative

Negotiators should be aware of the tendency for people to view the world in a self-serving manner and define the “rational” thing to do in a manner that benefits them. There are 3 things negotiators can do to manage these perceptions: question one’s own perception of fairness and ground in clear principles, locate external benchmarks that demonstrate fair outcomes, (highlight definitions of fairness held by the other party and reach an agreement as to which standards of fairness apply in the negotiation (Lewicki, & Barcellos, 2010).

Continue to Learn from the experience

Negotiation is truly a lifelong task. Negotiators learn from each experience and no two negotiations are alike. Each negotiation provides different variables, nuances and pitfalls that provide an arsenal of experience to draw from in the future. Negotiators must analyze each experience once completed and review what they learned (Raiffa, 1999).

Conclusion

Make an assessment of how the article contributes to helping managers apply positive negotiation techniques. The article condenses a lot of information into 10 Best Practices for Negotiators. Within these practices are common themes that managers should apply each

workday. Negotiating successfully is a skill that comes with time and by practicing all of the above. Be patient and never be in a rush to solve a problem. Listening and understanding the other person will help you to approach the problem better.

References

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