

ПР19. Проведение переговоров

ПР19. Negotiations

Negotiations are an extremely important part of business dealings and it is vital to handle them properly. A good negotiator is someone who tests the understanding of the other party frequently, structures the discussion clearly and flexibly, highlights common grounds between the parties, focuses on the long term, and uses a lot of questions to explore options.

The principal stages of negotiation include:

1. build rapport
2. agree on a procedure
3. make proposals and counter-offers
4. probe with questions
5. enter the bargaining zone
6. resolve any areas of conflict
7. conclude the negotiation

Complex negotiations may require several participants and each team member must play a specific role. One negotiator can formulate overall strategy, another team member acts as a spokesperson or come up with creative solutions, others may monitor the other team's behaviour and note down the key figures.

Teams stimulate more discussion and more information sharing at a negotiation, they feel more powerful and advantaged than solo negotiators. However, if members of the team disagree on key issues, they are unlikely to take advantage of their skills and strengths. That is why it is necessary to take sufficient time to organize and coordinate a negotiating team effort.

Study the following words and phrases.

negotiations	переговоры
negotiator	участник переговоров, переговорщик
stages	стадии, этапы
build rapport	установить контакт, наладить отношения
make a proposal	сделать предложение
a counter-offer	встречное предложение
probe with questions	задавать дополнительные вопросы
bargain	торговаться, вести торг
resolve a conflict	разрешить конфликт
conclude a negotiation	завершить переговоры
a spokesperson	представитель стороны, пресс-секретарь
come up with a solution	найти решение
coordinate effort	координировать действия

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To succeed in a negotiation you will need to use a range of influencing techniques.

Oakwood Learning researched attitudes to influencing among 1,200 British managers and employees. The research identified a number of principles that can be used as influencing techniques.

1. By far the single biggest influential behavior is the ability to pay attention to the other person and demonstrate that you are listening. If people feel listened to, they are open to being influenced when a suggestion is finally made.

2. We are more open to influence from those who deliver benefits to us. This can mean giving help to solve work problems or just offering good advice.
3. Effective influencers believe in their own ideas and explain with conviction.
4. People feel influenced by information that is presented in an organized way using logic.
5. People will be influenced by a person who is open and explains the reasoning behind their thinking and is willing to share experience, resources and information.
6. There is also an emotional side to influencing. We are more open to influence from people we like or have a lot in common with. People with social skills, those with humour and those who are seen as polite and friendly are more influential.

Study the following words.

influence	влиять; влияние
technique	метод, техника
suggestion	предложение
benefit	выгода, преимущество
conviction	убедительность
reasoning	рассуждения, доводы, аргументы
social skills	навыки общения