

Effective negotiation skills are an important 1 _____ in today's business environment. Therefore it is necessary to make proper 2 _____ to ensure that negotiations run 3 _____. First of all one must 4 _____ out the negotiation in detail. This can be done well only if you find out as much as possible about the 5 _____ and the 6 _____ with which the negotiation is to take place. Sometimes it's hard to create a 7 _____ situation in negotiations, in spite of good preparation.

The 8 _____ of the negotiation must be clearly defined at the outset. Also identify the 9 _____ that you can offer in the course of the negotiation. You must also keep in mind that you cannot hope to push your 10 _____ at the cost of the other party. Therefore decide in advance what you should state and to what extent you can 11 _____ your demands to accommodate the other party's interests.

Both parties must strive to create a 12 _____ atmosphere at the very start. Establishing a good rapport at the outset creates a 13 _____ environment of 14 _____ respect and trust for the negotiation. Clear communication, mutual respect, and trust can get things going in the right direction.

10.7 SPEAKING

Check Your Progress 6

Practice one or both of these negotiations with one or more partners at your study centre. Refer to the Answer Key and tape script for a suggested version.

- i. Imagine a situation where you are a seller who is negotiating with a buyer. The buyer is asking you for a 10% discount whereas you have already agreed to give him a 5% discount.

Try to negotiate and settle for 7%. In return for this concession ask for the credit limit that you have given to your buyer to be reduced from 40% to 35%.

- ii. You are making arrangements for a wedding to be held in your family. Negotiate with the caterers to reduce the cost of food per plate from Rs. 350 to Rs 300.

10.8 WRITING

Check Your Progress 6

Refer to Task 1 of 10.7 You have successfully negotiated the deal with your buyer. Write a letter to him confirming the agreement reached at the end of the negotiation.

Compare your answer with the one provided in the key.

10.9 SUMMARY
