

Negotiation 201

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Objectives

1. Knowledge of the 5 most common negotiation styles.
2. Understand personal negotiation styles, how to utilize them effectively, and benefits of mastering more than one style.
3. Observe body language and understand how it can influence negotiation
4. Practice negotiation

Defining Negotiation

An interactive communication process that may take place whenever you want something from someone else or they want something from you.

- Teenager wants the car keys
- Couple deciding where to go out to dinner
- Family deciding where to go for vacation

Bottom Lines and BATNAs

- **Bottom line:**
Worst possible outcome a negotiator might accept.
 - Acts as final barrier where negotiation will not proceed further.
 - Defends against pressure and temptation to conclude an agreement that is self defeating.
 - May foster inflexibility, stifle creativity and innovation, and lessen incentive to seek solutions that resolve differences.
- **Best Alternative to a Negotiated Agreement**
Determines course of action if agreement not reached within certain time frame.
 - prohibits negotiator from accepting unfavorable agreement as it provides better option outside the negotiation.
 - permits greater flexibility /allows room for innovation.
 - If have strong BATNA, have more power as possess attractive alternative if acceptable agreement is not achieved.

Leverage

- Whichever party thinks they have least to lose from 'no deal' has most leverage and vice versa.
- Leverage based on perception as much as reality.
- Leverage is comparative across the table.
 - Do not compare your situation with ideal or worst-case scenario; Compare with theirs.
- Leverage is dynamic, can change in an instant as perceptions, conditions and players change.

Bargaining Styles

