

THE PSYCHOLOGY OF NEGOTIATIONS

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Everyone has to face business communication and the basis for it is the ability to negotiate and influence a partner and his / her decision. Regularity and psychological aspects are not studied at universities, that is why not all business people know techniques of negotiations, psychological techniques to influence a partner with the aim to conciliate and achieve mutually beneficial results.

Technique of conducting the negotiations is a process that consists of 4 stages. Negotiation is a type of a joint with partner activity that is aimed, as a rule, to solve the problem. Negotiation is a fact of everyday life, the main means to get from people what we need. Nowadays we negotiate more often than earlier, that is why it is important to know how we can influence partner's decisions. There are some techniques that determine an opinion and a solution of a partner:

1. First impression. It determines the subsequent opinion about the partner. As they say «you are judged by appearances at first but by your mind later on». We estimate the partner according to the clothes, style, shoes, make-up, haircut: all these factors influence the attitude to us and our professionalism. People feel more respect, trust, confidence to those who are well-dressed, stylish, clean and neat. Not less important is a place for negotiations. It's better to be light, quiet, comfortable, free of people or any place that a partner would like.

2. Significant stage of negotiations is preparation. Before negotiations we have to figure out all necessary information about the partner, his sphere of work, previous work experience, failures, partners, advantages and hidden obstacles for not to being winded round his little finger. During negotiations we have to demonstrate our knowledge, since in such a way we psychologically influence our partner and hence the chance to achieve the objective increases.

3. During the negotiations our speech must be clear, lucid, logic, facts must be reasoned, proven, for each question we must have an indisputable answer. The tone of voice must be calm and confident, as fast and loud speech confuses a

partner. Our aim is to persuade him to take our side, thinking that it is beneficial for him.

4. It is an error to disorientate a partner by means of showing him different tables, graphs, using multimedia techniques. The worst is to use the tactics of an aggressive interviewer. As the method of manipulation can be used the position of body or place near the table. If you are going to press, you should seat in front of partner. If you are interested in fair partnership, seat near him or suggest considering any scheme or graph.

The question that is always asked by business people is how to construct the conversation, negotiation. It is important to understand regularity of business communication that will help to analyze the situation, consider partner's interests and be on the same page. Mastery comes with practice and negotiation is not the exception.

References

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