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ISBN	1-280-86948-8 9786610869480 0-7494-5181-5
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (x, 137 p.)
Collana	Creating success How to negotiate effectively
Disciplina	658.4/052
Soggetti	Negotiation in business Negotiation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"The Sunday Times"--Cover.
Nota di contenuto	Intro -- Contents -- Introduction -- Definition -- Know what negotiation is -- Know what negotiation isn't -- Win-win -- Count the cost -- Commitment -- Objective -- Strategy -- Tactics -- Six key elements -- Prepare -- Rehearse -- Describe your position -- Propose -- Bargain -- Agree -- Introductory comments -- The quandary of uncertainty -- Avoid intransigence -- Understand aspiration -- Never say yes first time -- What we think conditions our approach -- Before presenting a solution, make sure you understand the needs -- Enhance your authority -- The authority of print -- The authority of information -- The authority of patience -- The authority of positive posturing -- The authority of levers -- The authority of resolved weaknesses -- Tactics and countermeasures -- Aspiration lowering -- It's all I have got -- The hurdle! -- The A-Team factor -- Erosion -- The upward spiral -- This is not negotiable -- What ifs -- Deadlines -- Negotiable variables - or tradeable concessions -- Never give, always trade -- Trade what is inexpensive to you -- Don't give goodwill concessions -- Rules for making concessions -- Trade in small steps -- Trade concessions one at a time -- Aim higher than you think -- Don't split the difference -- Watch out for the shocker -- Don't be first to accede to pressure on primary items -- Help the other person to feel they have a good deal -- Maximise the value of what you offer -- Minimise the

value of what they are offering -- Don't just think it! -- Looking for negotiable variables -- Find areas for negotiable variables -- Identify key variables and their place in the negotiation -- Build in some negotiable variables -- Determine whether this is long term or short term -- Potential sources of negotiable variables -- The magic 'if' -- Use silence -- Handling deadlock -- Watch out for frustration -- Avoid immovable positions.

Avoid price rot -- The bridging moment -- Make a statement - ask a question -- The way forward -- Questions, questions, questions -- Questioning - an overview -- Questions make the difference -- Asking questions is the method of navigation -- The outcome of questions -- What sort of questions? -- An exercise -- Six summary reasons for asking questions -- The authority of your counterpart -- Ensure your counterpart has the authority to negotiate -- Check the power behind the scenes -- Manage the power behind the scenes -- Have we got the decisionmaker/s? -- Post purchase remorse can undo the close -- Keeping positive passion for your service and product range is essential for the close -- Tough or effective? -- Characteristics of effective negotiators -- Effective negotiators look at buying and selling in the same deal -- Effective negotiators balance their team carefully -- Effective negotiators keep the whole package in mind -- Effective negotiators have a good alternative -- Effective negotiators avoid irritators -- Effective negotiators embrace mistakes -- Effective negotiators have an eye for body language -- Effective negotiators always stay in control -- Characteristics of ineffective negotiators -- Dos and don'ts -- Do always maintain the initiative -- Do put things in writing -- Do learn to use higher authority -- Do conceal your emotions -- Do ask for discount when paying cash -- Do use experts -- Don't expect to win them all -- Don't be afraid to break off negotiation -- Don't attack your counterpart - attack the problem -- Don't show triumph -- Don't deal in round numbers -- Don't indicate movement before you need to -- Don't dig your heels in -- Don't be afraid to go back and try again -- Don't be afraid of risk -- Don't succumb to dangerous phrases -- Don't be afraid to make your counterpart work hard.

Do identify buying signals in your negotiations -- Do look out for personality mirrors -- Three specific techniques -- Specific tips for negotiating print and promotion -- Price rises - how to get it wrong -- Do research before you buy -- Final words -- The ones that nearly got away -- The ten commandments -- Don't be afraid to give -- How to eat the elephant -- Contact details -- Appendix -- Negotiation workshops tailored to your company or department.

Sommario/riassunto

How to Negotiate Effectively provides tips, tools and techniques for getting it right. It explores and advises on every aspect of the negotiation process, including: tactics and counter-measures, handling deadlock, making concessions, enhancing your authority and getting the best deal. An essential step-by-step guide, How to Negotiate Effectively will help anyone achieve a balanced 'win-win' outcome every time.
