

SELECTING BEST STRATEGY IN NEGOTIATION

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Abstract. *The strategy used in negotiation depends very much by the personality, character and temperament of the negotiator. The style of each person to negotiate prints it self in approach method of the subject under review and in the manner of communication with other participants to the negotiation. Some participants to the negotiation are very competitive and dominant, sometimes reaching up to an aggressive behavior, they perceiving any relationship as a competition witch must win at any cost. Others, however, may be more disposed to brake down in order to maintain a friendly relationship. In this sense we can conclude that there are participants to the negotiation witch ranging from one extreme to another, they require different strategies and approaches of "subject" of the business negotiation.*

Keywords: *strategy, success, negotiation*

INTRODUCTION

Communication is presented as a process of sharing ideas, informations and messages with others in a particular moment in time and in a particular place. This includes: verbal communication (this includes the use of language as a form of expression); non-verbal communication (involving the use of nonverbal symbols, expressed in manifestations of the body: gestures, facial expressions, intonation); visual communication; electronic communication (the most used being mobile, tablet and notebook).

The field of agrotourism is marked by communication in special ways. Some farms build their image through media channels others through simple advertising from word to mouth made by consumers of agrotourism. In recent decades, communication has occupied a very important place among researchers in all fields, especially in the field of negotiation where of oratorical art has become a must.

MATERIALS AND METHODS

In order to achieve this paper, I have consulted the references from the field and I have turned to the field research and the processing and interpretation of collected information, as well as the elaboration of conclusions.

RESULTS AND DISCUSSION

Develop the strategy depends by the personal style of the negotiator and of the partner, by stake and conjecture. Regarding a useful choice from the beginning of a flexible strategic plan we can find support in the best possible formulated answers to a series of questions. To develop a competent negotiation strategy must take into account a series of steps (Figure 1)

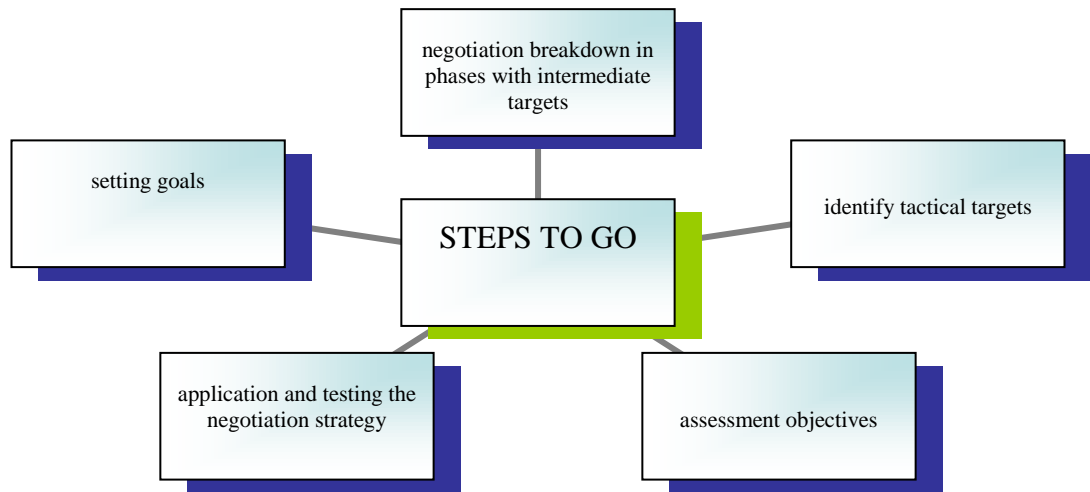


Figure 1. Steps to go

A personal style of negotiation and negotiation strategy related to the style can be found in the following categories (Fig. 2):

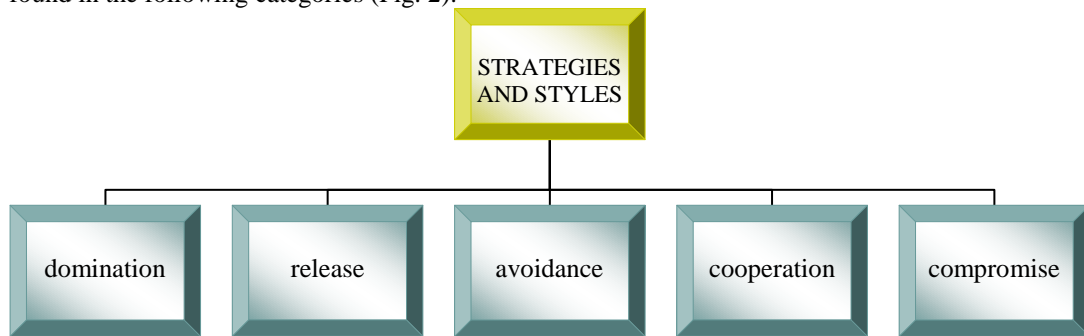


Figure 2. Strategies and styles of negotiation

In the phase of dominance, the person has used all the power that he has, all means which lead to defeat of the opponent: money, alliances, manipulation, charm, intelligence, position, etc. Negotiation and relationship style-negotiation strategy are viewed as a race with one winner.

Domination strategy in an authoritarian and aggressive style often leads to a harsh confrontation and deterioration of relations between the negotiating partners.

The dominance strategy is necessary, appropriate and recommended when:

- We are dealing with aggressive and ruthless adversaries;
- It requires urgent and decisive fast action;
- When there is no other way to reach a consensus.

According to Prutianu St. the type of negotiation in which is exercised the dominance behavior is called also distributive negotiation, opting only between victory and defeat.

When one of the negotiation partners avoids commitment or leaves the confrontation we deal with attitudes and behaviors of avoidance, submission and surrender that lead to failure.

Release strategy is necessary, appropriate and recommended when:

- you have to defend a false case, in which the evidences and the proofs beginning to be hostile, and a rapid release appears as elegant;
- own position is threatened and all you can get means just a reduction of losses;
- stability of harmonious relationship with your partner is more important than punctual what is at stake.

In the case in which it missing both the tendency to dominate, to be active, offensive and the tendency to accept domination, to surrender and to submit the opponent, we meet avoid attitudes and behaviors. Avoidance behavior of the negotiator involves avoiding commitment, avoidance, lack of fight in the confrontation, passivity.

The person with this style does not accept compromise and not cooperates for a favorable settlement. Discussions stop, terminating the contract and abandon the negotiation without reaching a consensus.

Avoidance strategy may still be necessary, appropriate and recommended when:

- the stake is irrelevant;
- negotiation costs are bigger than its possible results;
- tension between the sides is too big and it takes a time-out;
- other negotiators could solve the problem faster and better;
- it takes time to gather more information and to reconsider negotiating positions.

The person that uses this strategy is one that engages deeply in dealing with partner and takes or fails, successively, the initiative and dominance. This style takes into account tacking the own goals, but also those of the partner.

Negotiator seeks solving the problems, and maintaining interpersonal relationships. It is a relationship of "win-win" type characterizes through patience, time, energy, creativity and oratory.

The negotiation type in which is exercised cooperative behavior is called integrative negotiation, in which are respected the aspirations and interests of partner, even if they come against their own ones. It is based on mutual respect and tolerance of differences in aspirations and opinions. The advantages of this type of negotiation are those that reach to better solutions, more durable, the parts feel better and relations between the parts are strength. Both wins and both support the solution and agreement. Integrative negotiation creates, saves and strengthens human relationships and business in the long term. It causes each of the negotiating parts to modify objectives and adjust the claims so that it fixes the common interests. This style is characterized by trust and optimism.

Also Prutianu St. sustain that the strategy and style of negotiation based on cooperation are recommended in all cases, but practically justified at the highest degree when:

- stake is too important to resort to compromise;
- agreement reached after negotiation will require the involvement of all parts to be supported and implemented;
- the situation is so complex and so delicate, that requires both maintaining relationships and finding the best solutions to achieve objectives;
- agreement requires teamwork, over a long period of time;

The most common negotiation strategy is compromise. The compromise agree the fact that that a win-win solution is difficult to obtain, the solution adopted by this technique is one that brings a

low gain for both partners but in useful time. Persuasion and manipulation plays an important role in the compromise.

Compromise may even be the best way to negotiate when:

- stakes and objectives are important, but either of the parts can not afford to jeopardize the relationship between them, by adopting a style of domination, too authoritarian, because the relationship is equally important;

- partners are running out of time or in emergencies, in witch it is necessary to arrive at quick solutions;

- opponents are of equal in terms of power and equally determined to achieve their own objectives;

CONCLUSIONS

Following the five strategies and negotiation styles addressed we can talk about a rational negotiation strategy. This type of negotiation is idealistic in nature, aiming to resolve disagreements in a rational way.

By rational negotiating we understand:

- identify problems,
- identify the causes,
- finding solutions.

Develop strategy depends by the personal style of the negotiator and of the partner of stake and conjuncture. Regarding a useful choice at the beginning of a flexible strategic plan we can find support in the best possible answers to a series of questions formulated.

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