



Negotiation

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Negotiation

negotiation

A process in which two or more parties exchange goods or services and attempt to agree on the exchange rate for them.



Joint venture / collaboration

**Where 2 or more
parties combine
resources in a win-win
situation**

OUTCOMES

FIRST ask yourself THE BIG PICTURE

- **What is the purpose of having this collaboration i.e. what is the intention?**

Write it down

OUTCOMES

SECOND ask yourself **THE FINER
DETAILS**

➤ **What specifically do you want?**

Write down the details

OUTCOMES

SELECT PARTNERS BASED ON WHO CAN FULFILL MOST OF THE CRITERIA IN THE FINER DETAILS.

With regard to criteria that they cannot fulfill, that represents a compromise on your part.

Bargaining Strategies in Negotiation

distributive bargaining

Negotiation that seeks to divide up a fixed amount of resources; a win–lose situation.

integrative bargaining

Negotiation that seeks one or more settlements that can create a win–win solution.



Distributive versus Integrative Bargaining

Bargaining Characteristic	Distributive Characteristic	Integrative Characteristic
Available resources	Fixed amount of resources to be divided	Variable amount of resources to be divided
Primary motivations	I win, you lose	I win, you win
Primary interests	Opposed to each other	Convergent or congruent with each other
Focus of relationships	Short term	Long term

Source: Based on R. J. Lewicki and J. A. Litterer, *Negotiation* (Homewood, IL: Irwin, 1985), p. 280.

The Negotiation Process

Preparation and planning

Definition of ground rules

Clarification and justification

Bargaining and problem solving

Closure and implementation

**Reasons for
or against**

Win-win

Negotiation Process in NLP

- 1) **Establish your goals i.e. be aware of what you want out of the collaboration (big and small picture)**
- 2) **Establish rapport. How?**
- 3) **Ask questions – be interested in the other party. Can they offer what you want. What do they want? Can you give them what they want?**
- 4) **Once you find out, that they have what you want, explain to them how you can give them what they want i.e. establish a win-win relationship. When doing so, maintain rapport and chunk up. How? These are specific NLP techniques & skills which can be acquired.**



The End - Thank you

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NLP Negotiation 1 Day Seminar

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