

## 5 Communicating interests

### Strategy

- 1 Set the scene. Take time at the beginning to go over the background to the negotiation.
- 2 Positional negotiating. Take care not to move too quickly to demanding specific terms and conditions. Instead, state your underlying interests as this makes it easier for the other party to come back to you with flexible offers.
- 3 Hold back. Give yourself some room for manoeuvre later. Don't present your best offer immediately.
- 4 Get feedback. Make sure when presenting that you check frequently that the other party can follow what you have said and has opportunities to ask questions and to comment.

### Giving background to the negotiation

Discussions began in ... and we've now been in contact for ...

You've all seen our brochures / proposal / offer.

I think you've all had a chance to read our ...

Has anything changed since ... ?

### Stating your interests

#### General

Basically, we are interested in ...

In the long term, we would like to increase ...

Our underlying interest is to ...

#### Focus

It is essential for us to ...

... is extremely important for us.

I should stress that ...

#### Additional

... is a lower priority.

... is less important at the moment.

### Expressing appreciation of others' needs

I know that this may be difficult for you because ...

As you have other interests here, we will need to discuss ...

I think there is common ground there, so I'm confident ...

### Inviting a response

Are there any questions at this stage?

Do you have any comments to make on that?

Would you like to clarify anything?

### Handing over

OK. Perhaps we can hear from your side now.

Now I think we can move on to hear your presentation.

### Developing arguments

#### Addition

Furthermore / Moreover /

In addition / Besides this,

#### Contrast

However / Nevertheless /

Despite this / Even though /

On the other hand,

#### Highlight

In particular,

Especially,

Chiefly / mainly,

#### Cause and consequence

Therefore / As a result /

Consequently,

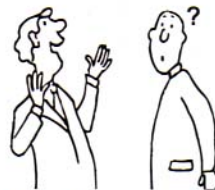


## 6 Building common understanding

### The art of active listening

Good listeners:

- ask clarification questions
- paraphrase other people's arguments in their own words
- summarise periodically to confirm common understanding



### Confirming negotiating positions

So, you said ... Is that right?

So, for you, this is a chance to ...

The key thing for you is ...

You would like to ... Is that right?

### Asking for clarification

What exactly do you mean by ... ?

Could you clarify one point?

Are you saying that ... ?

Could you say more about ... ?

### Getting more information

Can I just ask you about ... ?

I'd like to know more about ...

Could you say something about ... ?

Could I move on to ... ?

### Responding

That's right.

Exactly.

Yes, it is.

No, I said ...

### Clarifying

When I said ..., I meant ...

Of course.

Not exactly. I mean ...

Sure.

### Showing interest

Go ahead.

Of course.

Yes, certainly.

Please do. Go ahead.

### Defining priorities

Is ... your main consideration?

How important is ... to you?

Is ... of secondary importance?

Would you consider ...?

### Direct answer

It is our major priority.

It is a secondary issue.

### Indirect answer

Well, we need to discuss this further.

It is something we need to take into account.

### Getting the facts straight

How much / many ... ?

What figure do you have in mind?

How soon ... ?

What terms are you expecting?

What would be the minimum for you?

### Direct answer

We need delivery before the end of the year.

We are looking at a figure of 3,000.

### Indirect answer

It is difficult to say at this moment.

This depends on various factors.

### Advantages of active listening

- 1 Shows that you respect what others have said.
- 2 Enables you to understand the other party's negotiating position.
- 3 Allows you to develop the right arguments to create a win-win solution.