

As is to bring diverse  
interests to a



**ASSIGN  
BUSTER**

As opportunities do not come often, it is preferable that he is trained by I. Q. tests, psychological aptitude tests, groups discussion, group decision, making process, mock negotiations, in order to improve his skills in this art. Mere analytical skills will be of no use, unless the negotiator possesses inter personal and communication skills as well. The most important thing in a negotiation is that your case is well appreciated by the other party. The failure to reach a negotiated settlement often reflects the negotiator's inability to recognise the basis of the disagreement and alternate routes that will lead ultimately to settlement. The approach of the deadline, the introduction of new information, shifting economic conditions or a change in the negotiating team, all affect negotiations. The basic job of a negotiator is to bring diverse interests to a single point of view.

The basic qualities which a negotiator should possess are: 1. Ability to analyze 2. Sense of humour 3. Knowledge 4. Persistence and persuasiveness 5.

Skill 6. Calm, quiet and impersonal 7. Right attitude.

**1. Ability to analyze:**

He should have clear thinking and possess sound judgement to enable him to plan and consider various alternatives objectively. He must discern the statements of others — those favouring his position, those opposing and those suggesting alternative solutions and should be able to use these statements to his advantage.

2.

**Sense of humour:**

He must be tactful and possess a sense of humour. Obviously, one cannot win every point. He must, therefore, possess the ability to make a concession at the right moment and still display good humour even when losing a point.

**3. Knowledge:**

A good negotiator must have a good working knowledge of all primary functions of business like, economics, business law, engineering, finance, cost accounting etc.

He should have studied in detail the methodology of contract and techniques of negotiation. Prior to embarking on any negotiation, he must study and acquire detailed knowledge of the product he is buying, the manufacturing techniques, raw materials used, likely substitutes, breakdown of the cost and factors affecting price etc. Though he will be assisted by various specialists in different fields, he must himself possess sufficient knowledge in each field, be a jack of all trades and must be able to play his part as a natural leader giving direction and purpose to his team.

**4. Persistence and persuasiveness:**

He must be tenacious and should be able to persist in his efforts to solve the problem to mutual satisfaction without causing offence. For this, he should acquire the art of persuasiveness and the knack of getting along in an agreement.

He should be an optimist and need not give up midway in disgust. He should be able to withstand adverse comments.

**5. Skill:**

He must be skillful in identifying issues in a negotiation and their relative importance, in planning strategy and tactics, in communicating, arguing and persuading. He must possess fluency of expression and a technique of his own to lead conferences.

**6. Calm, quiet and impersonal:**

In all situations he should remain calm & quiet but impersonal. These are difficult qualities to practise particularly in the heat of discussion during negotiation. He should be a good listener, allowing others to talk.

Simultaneously, he himself should be a good talker.

**7. Right attitude:**

He should have studied psychology and must understand human relations and interaction of groups.