

Negotiation tactics in business



**ASSIGN
BUSTER**

The ability to communicate effectively verbally and in writing with internal and external people is vital to the success of any business.

To help you complete this assignment you may wish to use www.businessball.com

Use the amplification tool also to help.

1. Explain the importance of negotiation in a business environment. Think about the reasons for negotiation and how can it benefit your situation within business? What consequences could there be without negotiation? Give me 2 examples where negotiation or lack of negotiation has had an impact on a situation at work

1. When

negotiating, it is

important to

have an

effective

relationship.

This is

important

because the

more effective it

is; the work is

more enjoyable

when

businesses have

a good
relationship.
Also, people are
more likely to
go along with
changes that
businesses want
to implement,
and they will be
more innovative
and creative.

Finally, when
having the
effective
relationship,
businesses are
more likely to
make deals and
benefit from
economies of
scale.

2. Also negotiating
is important
because it
allows a smooth
running of the

organisation
and business
efficiency. This
is good for
businesses
because it won't
cause any
problems
between the
two companies.

Deals can run
smoothly and
getting the deal
done will be a
swift and quick
process.

0. Sometimes we need to negotiate. Explain the features of different ways to negotiate.

Disruptive
(competitive
approach) –also
known as “ claiming
value,” “ zero-sum,”
or “ win-lose”
bargaining, is a

competitive negotiation strategy that is used to decide how to distribute a fixed resource, such as money.

Integrative (collaborative approach) – This is also what is known as “ interest-based bargaining,” “ win-win bargaining”. This is a negotiation strategy, in which parties collaborate to find a “ win-win” solution to their dispute. This strategy focuses on developing mutually to beneficial agreements based on the interests of the disputants.

0. What are the 'components' of negotiation tactics? Think of how each of these ways to negotiate may have their advantages or uses in negotiating?

Preparation – This is looking at the timescale and the resources. You will have to collect facts and data. Most importantly it looks at the organisation policies and procedures and the legal and ethical requirements.

Negotiation Styles –
The most popular way to divide the typical negotiation is:
Competing (or Aggressive),
Collaborating (or Cooperative),
Avoiding,
Compromise,

accommodating
(Conceding). Most
negotiators have one
or two
preferred negotiation
styles.

Negotiation

Behaviours- This is all
about the awareness
of someone's body
language, their
effective listening and
questioning skills.

Exchanging

information- This is
looking at the focus
that they have, the
goals that will be set
for themselves over a
period of time and
they will look at
proposals.

Bargaining- This is
achieving mutual
agreement with

someone over a period of time. To get to that point you need to look into their problems and solve them for them.

2. 1 Explain the different types of presentation and their requirements. Think about the different ways you could present information and what reason the information is being communicated.

Informative

presentation – This presentation type uses descriptions, demonstrations and uses definitions to explain a matter or a subject. However, they sometimes place the audience where they can understand.

An informative speech makes a tricky topic easy to understand as it offers a different point of view. This is a

brief presentation
which gets straight to
the point.

Instructional
presentation –The
general usage of this
is to have an
instructional approach
that is structured,
sequenced and led by
teachers. This will
have clear learning
objectives where the
presenter will want
the audience to
understand and
follow.

Inspirational
presentation –The
main purpose of this
is to inspire and uplift
the audience. This will
have more of a story
telling point of view
from the presenter

which will have a use
of vivid language and
will have an
emotional connection
with the audience.

Persuasive

presentation -This is a
specific type of
speech where the
speaker has a goal to
convince the
audience to accept
their point of view.

This is where at the
start of the
presentation the
presenter will talk
about the problem
and then throughout
the power point talk
about how he/they
can solve the
problem.

Decision making

presentation -This is a

presentation when you suggest a lot of ideas for the audience, which gives them a variety of different points to look at. It is a presentation of persuasive arguments which will tell the audience the good and bad things about the product they are offering.

2. Explain how different resources can be used to develop a presentation.

Use of software packages – This is important because this is all about the creation of the whole presentation. With this you will have the creation of: text, images, graphs, charts, tables and

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linking to internet pages. All of these are vital for a presentation.

Use of speaker notes and cue cards –These are put in place to help the speaker can put down their key points down so they can refer back to their PowerPoint. This will act like an additional bit of information to the speaker to help them.

Use of audience hand-outs –When handing out to the audience, this is normally when the speaker will hand out a copy of the PowerPoint slides.

This also acts again as additional

information for the speaker.

Use of boards and flip charts –This is a good way to interact with the audience because once the presentation is over the speaker can have immediate feedback which will help the speaker out.

Develop a presentation–When developing a presentation, you will use all of the resources listed above. (Software packages, speaker notes and cards, audience hand-outs and boards and flip charts). This will help develop these stages by initial proposal,

drafts, edits and final
agreed presentation.

2. 3 Explain the different methods of giving a presentation or conveying information. Include what you may use for each of the following.

Face to face –When
doing a face to face
presentation it is
where a presenter
and the audience is in
a physical location.

This could either be a
seated presentation
or a standing one.

When presenting the
presenter can use one
of 3 things. These
include: using a
computer screen, PA
system or a flip chart
or board.

Webinar –This is a
remote presentation
which is an internet
based online

workshop. This is mainly a voice and a video chat. You will have the presenter and you will have the audience which can listen when they have logged into it online. There will be a set time when the audience has to be logged in by.

Video Conferencing –

This is almost like a face to face presentation.

However, this is a remote presentation where it will be a two-way video via webcam to go through the presentation and then questions can get

asked

2. 4 Explain the best practice in delivering presentations. (Some of this section you may have answered in unit 9, revisit your work for unit 9 and check. If you feel you have answered this already state this next to the specific criteria).

There are 4 ways in which to ensure you can produce a good presentation. These include:

- Planning
- Preparation and organising
- Practice delivery and timings
- Effective communication

When planning you need to insure that you focus everything on the audience.

When focusing on the audience you need to

provide them with good quality information and to use a good choice of: text, graphs and slide transitions and timings. When preparing and organising the main thing you can do is to write out in note form your key points. This will make the presentation easier as you can always refer back to the important parts in your PowerPoint and you don't need to try and remember everything. Also creating and printing out handout for the audience will make it easier for them to understand. When practicing and

delivering it is always good to read a script when going through each slide of the presentation so you can provide the audience with the best information as possible. Finally, effective communication is vital when presenting. This is because you need to make sure you have a loud clear voice, you talk at a steady pace, the volume of your voice is loud enough for everyone to hear, body language and posture is standing up straight and using hand gestures.

2. 5 Explain how to collect and use feedback on a presentation. Think about this simplistically. What can you do at the end of a presentation to get feedback on whether the information has been effectively delivered?

When collecting feedback on a presentation it is important that you take all of the information in. When collecting it, you can collect it in a number of different ways. These include: evaluation sheets, verbal feedback, surveys, activities and tasks. All of these are useful to use because people will give them their honest opinion so you can get the best feedback possible. It is important to use feedback on a

presentation; this is because it's for your personal benefit. Not only is this a good way to get your strengths of the presentation back, but it also benefits you so you can work on the areas which need improving.

3. 1 Explain the characteristics of bespoke documents. Bespoke documents are documents or materials made specifically for that use, company, or subject / information. Characteristics are things such as; corporate/professional image.

Bespoke documents can come in a variety of different ways. Some of these include: Handbooks, questionnaires, spreadsheets, databases, slideshows and presentations.

These are important

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because it puts a professional image on your company, which will attract new potential customers or will keep your current customers interested. However, the most important aspect of these is the way that all of the above maintain the reputation of the organisation which will keep the business on track and on target of their goals.

3. 2 Explain the factors to be taken into account in creating and presenting bespoke documents, consider aspects such as image, legislation, *Available resources, Ease of use (e. g. is it realistic to get a choir in to demonstrate the meaning of a crescendo)? Quality of resource.*

The factors that need to be considered when creating a bespoke document

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include:

- Corporate factors-This is mainly focusing on the brand of the company. This focuses on the professional image of the company, but also focuses on the use of text that will be used within the document.
- Available resources-This is looking at what kind of software you are going to use and why. This is very important because you will need to look

into all the
costings and the
staff and look at
how the
presentation will
function and
work when the
work gets put
into place.

- Ease of use-This is looking at mainly the layout that you use and the styles that you use. This is important because you want to make sure that it is right for your audience. Your main concern is the file format because you

want to make
sure it is easy to
be understood
by the
audience.

- Other considerations-
With this you
need to think of
anything else
which could
help you. For
example, you
would need to
proofread
everything that
you have done
to make sure
that it reads
well and reads
right. You also
would want to
get some
feedback from
users so you

can make any
alterations
which is
necessary.

- Factors to be
taken into
account in
presenting a
bespoke
document-The
factors that
need to be
taken into
consideration is
the: spelling,
grammar,
quality of final
document, and
it meets the
specification
and
organisational
standards. Once
this has all been
completed there

will be an
approval of the
final document.

3. 3 / 3. 5 – Explain the legal requirements and procedures for gathering information for bespoke documents. Think here about information you may wish to create, if it contains data and statements then what should you ensue prior to using such information? Do you need to gain approval; explain how you do this?

The legal
requirements include:

- Data Protection
Act 1998
- Copyright
Designs and
Patents Act
1988
- Common law
duty of
confidentiality
- Remit and limits
of research
- Recording
sources

Procedures for

gathering the information for bespoke documents is all about having the correct information and having the requirements that is necessary. You need to make sure that you research all of the legal requirements and make sure that the consultation and approval of the information is gathered.

There are many different methods when gaining this approval. One of the most common ones are having face-to-face meetings or even having a phone calls

on this.

3. 4 Explain techniques to create bespoke business documents. Explain how you have created some of your documents, show screen shots if you wish to help you describe how you created these.

When creating a
bespoke document
there are many
different techniques
you need to consider.

These include:

- Research- When doing this, you need to think about the:
Source of information that you are requiring about, planning all of the research that needs to be done, conducting research and

with the
findings,
organising and
recording
research data
collected.

- Providing design

options- With
this, knowledge
and application
of legislation
and regulations
is key for a
bespoke
document. You
need to have
efficient use of
software
applications and
resources. You
need
appropriate
document type
and document
size and style so

it is easier for people to read and look through. This is the same with having accurate data input and image size and quality. The format that you use, will need to be appropriate for the users.

- Approval of document- This is the final requirements that need to be done before being finished. A few of the things you need to do include: Checking and proofreading

skills, editing
skills,
consultation,
feedback and
final approval.

4. 1 Explain the typical stages of information system development. Think here about any information system you could store information. Think about what you would need to consider if creating or developing an information system. Aspects you need to think about are: Systems may be manual or electronic, access, security, features of the system eg: How is information going to be analysed / retrieved, It's strengths / weaknesses, how can you check its reliability? Once the system has been developed how will it be handed over to be operational? How will problem solving be executed?

(We suggest you look carefully at the amplification for this section).

There are two main
information stages.

These include:

- Manual-this
covers all of
the: card index;
filing systems
and
categorisations

- Electronic-This

covers all of
the: office
support
systems,
customer
support
systems, data
processing
systems and
decision support
systems

The typical stages of
information system
development include:

- Analysis-This is
the stage when
the users and
the IT
specialists work
together to
collect all of the
business
requirements.
With the
requirements,

both will have to work on the design and will have to discuss to one another about what tasks need to be done. The user and the IT specialist signs the joint application design to formalise the business requirements.

- Feasibility study-This is the stage when the information analyst makes a study and will look at the strengths and weaknesses.

This will determine the potential of success as it will show if there is any need of developing the: Staff, equipment, materials, time and the cost.

- Design-This is the stage where all the system requirements are created.

This will look at the: Input, output, storage, processing, system control, backup and recovery.

- Development and Testing –

This is the stage where the organisation will develop it to identify the needs of the user. When the organisation has found these wants and needs then they will test it to fit for purpose.

- Deployment-
This is the stage when the product is finished with the project team which then gets passed to the operations team. The operations team

would then look
at if it is
possible to
increase the
efficiency of the
production.

- Evaluation-This is the stage of the analysis and the testing. This is key for the organisation because they can then look at the cost and benefits against the original specification because you will get feedback from the users/stakeholders so you can review it.

- Maintenance-

This is the final stage when you monitor it. This is so that if any problems arise you will then be able to fix the problem. If there are any problems, then gives you time to change and customise to fit the user's needs.

4. 2 Analyse the benefits and limitations of different information systems.

Here you're looking to compare and consider differences between a manual and electronic system in terms of Reliability of data, security or loss of data, efficiency / speed, integration of information systems (systems corresponding and feeding information between each other). Reporting of information from the system, ease of amendments, space of information retention and access.

Both Manual and

Electronic system

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have their benefits
and their limitations.

Manual benefits-
capital investment;
everyone has
experience of using
manual systems;
relevance to user;
reduce information
overload; data entry
errors; lower risk of
data loss; simplicity

Manual limitations-
time; efficiency;
physical space
requirements; file
naming conventions;
archiving
requirements;
degradation of
physical records

Electronic benefits-
storage capacity;
time, simultaneous
multiple access to

records; combination
of other data;
presentation of
information; business
efficiency, integration
of multiple systems.

Electronic Limitations-
capital investment; up
to-date software and
technological change;
data loss through
technology failure and
security threats;
system upgrades;
server storage space;
file naming
conventions; quality
of data input;
resistance to change;
may require training;
information overload;
duplicate copies of
records

4. 3 Explain legal, security and confidentiality requirements for information systems in a business environment.

What do the following mean Data Protection Act 1998, Freedom of information Act 2000, Copy design and patents Act 1988.

Explain also about security requirements of information systems. This will also include manual use and transportation of information, how could security be breached here and what can be done to reduce or eliminate the risk?

Data Protection Act

states –how your personal information is used by organisations, businesses or the government.

Everyone responsible for using data and has to follow strict rules called ‘ data protection principles’. They must make sure the information is:

- Used fairly and lawfully
- Used for limited, specifically

stated purposes

- Used in a way that is adequate, relevant and not excessive
- Accurate
- Kept for no longer than is absolutely necessary
- Handled according to people's data protection rights
- Kept safe and secure

Freedom of information Act 2000 states –An Act to make provision for the disclosure of information held by public authorities or by persons providing

services for them and
to amend the Data
Protection Act 1998
and the Public
Records Act 1958;
and for connected
purposes.

Copy design and
patents Act 1988
states -An Act to
restate the law of
copyright, with
amendments; to
make fresh provision
as to the rights of
performers and others
in performances; to
confer a design right
in original designs.

Security of systems
need to be in place.

To ensure information
is secure
organisations need to:

Put all of these legislations in place to ensure the safety at work by the employer and also make sure that all of the employee's vital information is stored somewhere where no one can gain access to.

4. 4 Explain how to monitor the use and effectiveness of an information system.

Think logically here. Imagine you created an information system and you want to check it is working as you had intended it to work. How can you collect data on an information system in use? What information would you need to find out so you are able to monitor and evaluate the effectiveness of the system?

First of all, you have to develop a plan that specifies objectives.

You will then need to create a timescale for implementation and

review and resource
implementations.

After this you would
then get your
feedback from others
which will give you
the implementation
of: levels of usage
and the timing of
usage. This means
you can gain early
knowledge or any
faults you would have
with this system.

After this, you would
need to look into all of
the legal and
organisational
requirements. Give
any training
necessary and make
any other adaptations
that are needed.