

THE ART OF NEGOTIATION



**You Don't Get What You Want,
You Get what You Negotiate**

WPR

8th July 2026

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Today

Introduction & Objectives

What Is Negotiation?

Understanding Negotiation Styles

How to Negotiate Better Deals

What Will We Do Differently?

Why We Negotiate



A black and white photograph capturing a moment of public appearance by Winston Churchill. He stands centrally, wearing a dark, belted trench coat and a peaked military cap, with his right arm raised in a wave. He is surrounded by a large group of men, many of whom are in military uniforms with various hats. In the foreground, several men are leaning forward, some reaching out towards Churchill. The scene is set outdoors on a flat, light-colored ground, possibly a beach or a parade ground, with a pale, overcast sky in the background.

Defining Negotiation



When Should We Negotiate?

Two or more parties

Conflict of interest

Willingness to negotiate

Need to seek agreement

Better outcome through influence and persuasion

Parties seeking to satisfy tangible and intangible outcomes

A close-up photograph of a blue jay perched on a tree branch. The bird has a blue back, a white face with a black collar, and a rusty-orange belly. It is looking towards the right. The background is a soft-focus green, suggesting foliage.

The 3 Tenets of Effective Negotiation

- 1 Satisfactory to both sides**
- 2 Efficient: cost and time appropriate**
- 3 Fosters good relationships**

Source: Fisher and Ury (1983)



Essential Skills & Oils

Questioning

Active listening

Observation

Assertiveness

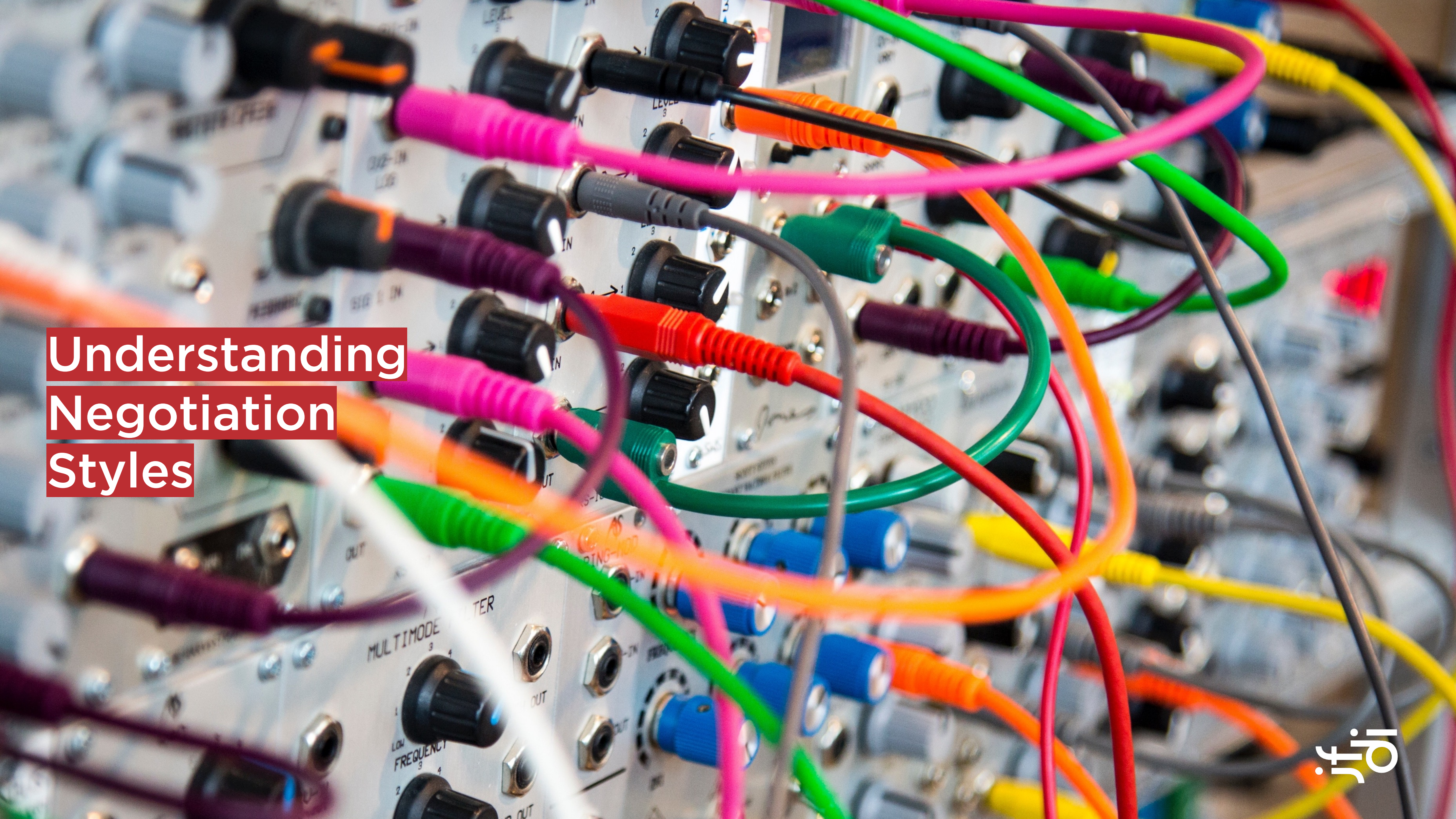
Influencing

Persuading

Patience

Sense of Humour

Ethics



Understanding Negotiation Styles



Competitive Negotiation

Win/Lose

Competing goals

Secrecy and hidden agendas

No trust – suspicion

Head-to-head, adversarial approach

Competitive & inflexible negotiation

Characterised by: Conflict, Disagreement and
Misinformation

Impasse may end in no deal or litigation

A close-up photograph of two ants on a green leaf and a brown branch. One ant is on the leaf, and the other is on the branch. The background is a soft green.

Collaborative Negotiation

Win/Win

Finding common goals

Transparent agenda and issues

Acceptable solutions for both parties

Ethical

Sharing risk and cost savings

Friendly / non-aggressive

Characterised by: Common ground, possibilities and seeking shared, positive outcomes

Impasse escalation process - mediation or arbitration

Preparation





Making a Proposal

Short
intro

Propose

Explain

Summarise

Invite a
response



Receiving A Proposal

No

Yes

Instant Counter Proposal

Adjourn

Detailed Response

Considered Counter Proposal

A white picket fence runs diagonally across the frame, separating a vibrant green lawn on the left from a dry, brown lawn on the right. The fence is made of white-painted wooden pickets. The green lawn is well-maintained and lush, while the brown lawn is sparse and dry, suggesting a seasonal change or different maintenance. The sky is not visible, focusing the viewer's attention on the contrast between the two lawns.

How To Negotiate Better Deals



Shift The Balance
Of Power

Plan Carefully



Know & Set The Parameters





Manage Expectations

Don't Give Things Away
Unconditionally



Negotiating A Payrise

A man with blonde, wavy hair, wearing a brown top hat, a purple velvet suit jacket, a white shirt, and a large tan bow tie. He is smiling and resting his head on his right hand. The background is slightly blurred, showing a yellow vertical stripe and a dark blue object.

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