

EMOTIONS IN NEGOTIATION

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Negotiations are a fact of life. We negotiate every day and sometimes even when we don't realize it. The impact it has in our lives has more weight than we thought, like the growth of our small business when we negotiate for sales or contract terms with clients or vendors. Negotiation is not a dispute or disagreement or even a confrontation; it is a discussion aimed at reaching an agreement. Before, during, and after a negotiation, we experience a mixture of positive and negative emotions:

- **Anxiety**
- **Apprehension**
- **Anger**
- **Disappointment**
- **Regret**
- **Happiness**
- **Excitement**

So how do you deal with this roller coaster of emotions that goes into negotiating? The best way to plan for a positive outcome is to prepare.

- **Reduce** the feeling of being anxious by practicing or role-playing, training, or rehearsing what you'd like to say. If you feel like the anxiety is too much for you to handle, you can hire an expert negotiator like an attorney. It is something that they do professionally and are emotionally removed from the situation at hand.
- **Manage** your anger. Be assertive, not aggressive. Many people may seem to think that appearing angry when negotiating is effective when in reality, it does more damage than good, especially in long-term relationships.
- **Know** your priorities. Know your walk-away terms, and be willing to walk when needed. Rank priorities based on your negotiables and non-negotiables
- **Prepare** counteroffers. Don't counteroffer too low or too quickly to avoid disappointment later.
- **Be considerate.** Don't gloat when you feel you walked away with a better deal than the other party.
- **Build rapport** to reduce the chance of the other party showing anger when negotiating
- **Aim** for a win-win. It's a collaborative conversation, not a confrontation or dispute.
- **There are skills and tactics** you can use to become a more effective negotiator, such as:
 - Active listening
 - Ask open-ended questions
 - Timing. Know when is the best time to negotiate or inject the question
 - Emotional intelligence

Honing your negotiation skills is beneficial in business and our personal life. Managing how we react to situations by keeping our emotions in check when dealing in business can only have a positive impact. It is a best business practice never to approach the table to take advantage of the other party. We will always get the best deals by preparing to head into the negotiation table.

To learn more and develop your negotiating skills, below are additional resources:

Entrepreneurial Negotiation: Understanding and Managing Relationships that Determine Your Entrepreneurial Success, by Samuel Dinner and Laurence Susskind

Better Not Perfect: A Realist's Guide to Maximum Sustainable Goodness, by Max H. Bazerman

Real Leaders Negotiate! Gaining, Using, and Keeping the Power to Lead through Negotiation, Jeswald W. Salacuse