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BUSINESS NEGOTIATION STRATEGIES: HOW TO NEGOTIATE BETTER BUSINESS DEALS

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Negotiation is an art. It is a part of everyday life. We have to negotiate everywhere: at work, at home, at universities etc. Poor negotiation can lead to frustration and even complete failure. While most negotiating strategies seem like common sense, it's not uncommon for people to get caught up in the emotion of the moment and ignore their basic instincts. Emotion, luck and magic have no place in a successful negotiation. It takes an iron stamina, homework, quick mind and unblinking discipline. These keys will unlock your ability to get the best deal possible under any circumstances.

Preparation is the Key

If you want to negotiate successfully, one of the secrets entails preparing your mind: get all the information on what you want to do, define your objectives before negotiating and research the interests of the other party. Know about the party you're negotiating with so you can capitalize on your strengths and the party's weaknesses. If the other party is very experienced, that means he or she also has a history that could contain useful information. Many negotiators develop patterns and certain styles that you may be able to use to your advantage. If you didn't have time for preparation it is better to cancel the meeting for preparation is very important for successful negotiations.

Most negotiators have a price target or goal in mind before they start. It should be based on realistic expectations considering all the constraints that will undoubtedly surface. In terms of business these may include budget limits, direction from management, pressure to make sales goals, and a myriad of other external forces. During the course of the negotiation, the goal may change based on changes in scope and other unforeseen actions by either party. Your ultimate goals should be realistic.

Before you start the negotiation, ensure that the other party is fully empowered to make binding commitments. You don't want to find yourself in a

position where you believe you've struck a deal, only to discover that your agreement must be approved by someone higher in the chain of command.

Have a Strategy

There are basic principles that apply to every negotiation. The first offer is usually the most important and the benchmark by which all subsequent offers will be judged and compared. You'll never get what you don't ask for, so make your first offer bold but not aggressive. Don't worry about insulting the other party. As long as your offer is not ridiculous, the other side will continue the negotiations in hopes of settling at a better number.

Negotiation often focuses on bridging gaps between negotiators with different styles, backgrounds, or objectives. So always have something to give away without hurting your negotiating position. Employing this strategy must be viewed in the context and in consideration of what other bidders may be doing. If you know that the only way to win the bid is to provide a barebones cost, then this strategy may not be appropriate.

Watch for clues such as body movement, speech patterns and reactions to what you say. As it is known, good communication is the basis for any successful negotiations. People are mostly aware of the importance of good verbal communication skills, but they often forget about the fact that approximately 80-100% of communication happens non-verbally. When a negotiator expresses his/her thoughts, he/she can do it not only with the help of words, but also in many other ways. For example, people move their heads up and down when they want to say “yes”, and move the heads from side to side when they want to say “no” in our culture. People can move in a way, which clearly reveals their inner intentions, even if they do not use words. Moreover, only a small percentage of the brain processes is represented by verbal communication. There are subtle and sometimes not so subtle movements, gestures, facial expressions and even movements of the whole bodies that indicate something is going on. The way a person talks, walks, sits and stands – all say something about him/her, and whatever is happening inside a person can have an impact on the outside world.

By becoming more aware of the body language and understanding what it might mean, people can learn to understand their conversation partners more easily. This puts the person in a better position to communicate effectively getting the inner meaning of the message. What is more, by increasing understanding of other people, a person can also become more aware of the messages that are conveyed.

Be prepared to suspend or cancel negotiations if you feel things are getting nowhere or the other party seems stuck in their position. Indicate your reluctance to continue under those conditions and make the other side wonder if you are ever coming back. If they are on the hook to cut a deal, they will feel the pressure to move. Be patient even if the other party isn't. This can be difficult for

those with a passion for instant gratification, but the last thing you want is for the other party to think you're under the gun to finish quickly.

From a contractual standpoint, a counteroffer automatically rejects all previous offers. Once an offer is made, you should expect an acceptance or rejection of your offer, or a counteroffer that keeps the negotiation open. If your offer is rejected and you are asked to submit a new and better offer, do not fall into that trap. That would be tantamount to negotiating with yourself, and you should never do this. If the last offer on the table is yours, always insist on a counteroffer to force the other party to move his/her position before you make another offer.

Find the Leverage

In addition to exploiting the other party's weaknesses, concentrate on taking maximum advantage of your strengths. Establish a strong foundation early in the process by demonstrating your knowledge and expertise of the negotiation subject matter. This may intimidate those on the other side and put them on their heels before they've a chance to establish their own credibility. Playing catch-up in a tough negotiation can be challenging, so it's much better to take the initiative and steer the process in the direction you want.

The Offer

An offer is really important deal in the process of negotiations. It must encompass all of the elements of the bargain and will normally comprise the basis for a contract that formalizes the agreement. If you make an offer without nailing down all of the specifics, you may find out later that there was no meeting of the minds with the other party. To avoid misunderstandings, offers should be presented in writing and include all elements of the bargain. It's a good idea to keep notes containing the rationale for each offer. While these notes won't be disclosed to the other party, they will prove to be invaluable should things go awry and you need to restart negotiations. Part of the process is benefiting from lessons learned and refining your approach and technique. If you work for a company or the government, those notes are usually required to document the negotiated outcome and complete the contract file.

Go For a Win-Win Solution

Throughout the negotiation, try to determine what you believe to be an acceptable outcome for the other party. It may be a combination of different things. Understanding the other side's priorities is just as important as understanding your own, so figure out what you would do if you were in his shoes. When constructing your offers, attempt to satisfy some of his priorities if doing so doesn't weaken your overall position. Be prepared to give up the little things in exchange for the big things you don't want to concede. Know your limits and how far you're willing to go on all aspects of the deal.

During negotiating try to be calm, self-confident, honest and flexible. Don't become upset if you fail for any failure is just a chance to start again, only this time, more wisely.

Knowing all these tips of successful negotiations can help you to prosper not only in the sphere of business or management but in personal life too. Realizing this fact can definitely need to success in all spheres of life.

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HOUSING AND URBAN DEVELOPMENT: CHANGING THE MANAGEMENT STYLE THROUGH COMMUNICATION

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Over the past years, local governments in Ukraine have used variety of administrative reforms to help clarify goals and improve performance to adjust to changing political and social environments, and demands for new services.

Today, Housing and Urban Development (HUD) is a key issue to consider in delivering healthy and attractive communities [1, 2]. The aim of this study is to develop strategies for integrating HUD for urban sustainability n the base of consultation with customers and stakeholders at all levels. In achieving this, the study conceptualized and investigates focuses on sustainable HUD issue in Ukraine. It adopts case study methodology, data collection and mixed method data analysis.

As a result of this consultation effort, primary management reforms were suggested:

- reorganizing by function rather than program; consolidating or privatizing;
- modernizing / integrating HUDs outdated financial management systems;
- creating enforcement authority with one objective: restoring public trust;
- refocusing and retraining HUDs workforce to carry out the revitalized mission;
- establishing performance-based systems for HUD programs, operations and employees;