

On the Skills and Basic Connotation of Business Negotiation

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Abstract: The purpose of business negotiation is to change the relationship between each other through the exchange of interests, exchange views through the form of business negotiation, in order to achieve a process of seeking common ground for cooperation. Business negotiation is a relatively complex negotiation process, not only to clarify and safeguard their own rights and interests, but also to consider the economic interests of the other side. Therefore, business negotiation is like a game of rights, through various ways to achieve their own purposes, in order to obtain the maximum economic benefits. Both parties in business negotiations need to work together to achieve a win-win goal. While maximizing their own economic interests, they can also maintain the position of both parties based on mutual benefit, which is the goal pursued by all enterprises. In this paper, the negotiation skills required for business negotiation and its profound connotation are studied as follows.

Keywords: Business Negotiation; Negotiation Skills; Connotation I. Connotation of Business Negotiation.

1. Connotation of Business Negotiation

Business negotiation is a special communicative activity full of challenges. It requires negotiators to recognize the truth, set goals, master skills, flexibly use various negotiation methods, and protect and fight for their own interests in the complex and changeable negotiation environment. In today's society, with the rapid development of economy and the deepening of economic integration, modern business transactions have become more and more complex, and the number of matters requiring negotiation and coordination has increased greatly. In modern business activities, negotiation is the prelude to business activities and the premise of transactions. International business negotiation has become an indispensable and important link in international trade. Therefore, in the process of economic and trade activities at home and abroad, how to achieve specific expected goals through business negotiations and improve negotiation efficiency has become a practical science, which has attracted wide attention in modern economic society. The purpose of a business negotiation is usually very clear. The basic purpose of negotiators is to obtain economic benefits, and other non-economic benefits are only involved when economic benefits are satisfied. In the process of business negotiation, negotiators can mobilize and use various factors, and various non-economic factors will affect the outcome of negotiations, but the ultimate goal is still to focus on economic interests. Compared with other negotiations, business negotiations pay more attention to the economic benefits of negotiations. In business negotiations, negotiators need to pay attention to the important costs, efficiency and economic benefits involved in negotiations. Therefore, people usually evaluate the success or failure of business negotiations according to the economic benefits obtained. If the business negotiation does not emphasize economic interests, it will lose its own value and significance.

2. Preparation for Business Negotiations

For formal business negotiations, the process usually

includes preparation stage, confrontation stage, compromise stage and agreement stage. A good start is crucial to the smooth running of negotiations, and both sides of the deal are well prepared in advance. As the saying goes, "Know yourself and know your enemy, you will not be in danger of a hundred battles." Only by preparing a variety of perfect preparations can you be conducive to the success of negotiations and transactions. As the preparatory stage of negotiations plays the most fundamental and important role. The confrontation phase is the central point of the entire negotiation, which determines the final outcome of the negotiating parties. In order to obtain more benefits, the negotiating parties will negotiate in various ways to obtain the dominant position in the negotiation process.

The compromise stage is actually from another Angle, by seeking reasonable and legal methods or channels that are conducive to the interests of both sides to solve the problems existing in the confrontation stage. The stage of reaching an agreement is the stage that requires both parties to reach mutually acceptable expectations in the final negotiation. In the process of preparing for business negotiations, negotiators should try to fully understand the situation of their counterparts, and at the same time comprehensively analyze their own strengths and weaknesses. Self-analysis, on the other hand, is mainly a comparative study of the feasibility of the proposed negotiation process. Understanding the situation of the other side mainly includes the political background and economic strength of the other country (region), the credit status of the other side's enterprises, policies and regulations, business practices, customs regulations and the basic situation of the other side's negotiators.

Different forms of business negotiation have their own characteristics, so we should formulate perfect negotiation strategies and basic tactics. In certain circumstances, the negotiator who makes the first concession may be perceived as being in a weak position, leading to pressure from the other side to obtain more concessions; The same move, however, could be seen as a signal for peace. In the business negotiation, the adoption of cooperative strategy can make the negotiation successful, so that both sides in the transaction to establish a harmonious business relationship. Ultimately, it is best to

achieve a win-win situation where all parties can benefit from it. However, a purely harmonious cooperative relationship is rare. When a party to a business negotiation seeks the greatest economic benefits, it will adopt some competitive methods and strategies. Therefore, the negotiation strategy combining cooperation and competition in the negotiation can promote the smooth completion of the business negotiation. This requires us to formulate various coping strategies before the negotiation to adapt to the changes in the process of business negotiation. Both sides must plan ahead for what concessions they can make, if necessary, how and when. Before negotiating, prepare and consider several alternative competitive strategies. When the other party thinks that your willingness to cooperate is weak, unreasonable or aggressive, you should change your negotiation strategy in time to obtain the dominant position in the negotiation field. To some extent, a business negotiation is a test of strength between two parties. The effectiveness of negotiation often depends on the negotiator's negotiation skills, negotiation ability and strong psychological quality. A qualified business negotiator, in addition to having rich negotiation knowledge and skilled negotiation skills, should also have confidence, decisiveness and adventurous spirit. Only in this way can he face up to setbacks and failures, overwhelm the other side in the process of business negotiations, and fight decisively between interests. Business negotiations are often a game between two groups. Only the rich knowledge and skilled skills of the negotiators may not be able to achieve satisfactory results, and appropriate candidates should be selected to form a tacit negotiating team. The knowledge structure of the members must be complementary, so that they can skillfully solve various professional problems, help improve the efficiency of negotiations, and reduce the pressure of the chief negotiator to a certain extent.

Price is a common problem in business negotiations, which is also the focus of conflict of interest in negotiations. Before negotiations, both sides must determine the bottom line of concessions, beyond which the negotiations will not proceed smoothly. The concession principle for concession restrictions must determine the reasonableness, scientific nature and feasibility of the concession, make a reasonable assessment to avoid risks, and be based on research and actual situation. If the fixed limit is too high or too low, it will lead to the escalation of the conflict in the negotiation, and the contradiction of interests will be amplified and eventually lead to the failure of the negotiation.

3. Business Negotiation Skills

3.1. Listening Skills

Listening not only helps us to think and explore, but also explores the motivation of a series of verbal requests for statements through the other party's expressions. Once you understand the other person's motivation, you can adjust your emergency strategy. At the same time, you must carefully analyze the intention and argument implied in the other party's words, and what aspects of the other party is trying to confuse you; The language of some sensitive information must be recorded and carefully consulted; When listening, you must consider how to ask the other person and put pressure on the other person. It is necessary to carry out multi-directional inquiry according to the Angle of language expression of the other party, and to discuss open questions and closed questions.

3.2. Mastering Expression Skills

In the process of business negotiation, the party shall clearly state its specific implementation plan, method and position on the mode of cooperation to the other party. Express ideas should be as clear and clear as possible, so that the other party can easily understand; Don't talk about things unrelated to your topic in the middle of a business negotiation. You'll miss your best opportunity to make a statement. It should also be noted that the basis of the negotiations should be fully consistent with the data; Statistical data should be expressed accurately, and try not to use such non-specific words as "approximate, possible, and estimated", which will affect their trustworthiness.

3.3. Questioning Skills

In the process of formal business negotiations, effective questioning can guide the other side's thinking, attract the other side's attention, and control the direction of the negotiation situation. For difficult to understand or ambiguous words, you can use rhetorical method to ask the other party to re-explain in detail; When exploring the inner true thoughts of the other party, guided questions can be used to guide the other party's thinking, throwing out an open topic, or a closed question for the other party to choose the way to answer, which will make the other party in trouble. The willingness to break with the other side's negotiating tactics or to make passive choices. In short, the choice of techniques and methods of questioning should be based on the atmosphere and pace of the negotiation.

3.4. Persuasion Skills

Reasonably and effectively persuade the other party and interfere with their original strategy or negotiation plan, and be willing to accept our opinions and suggestions. It is necessary to clarify to the other party the advantages and disadvantages of accepting one's own opinion; Explain to both parties the necessity of cooperation and the resulting common interests, and persuade the way to good cooperation in the future; After the other party has adopted the opinion, it should be clear and have a paper contract to make the benefits that each party can reasonably expect to gain from it; It is necessary to clearly emphasize the consistency of the positions of both sides and the protection of the interests of both sides after cooperation, which will give the other side confidence in future cooperation.

4. Basic Principles of Business Negotiation

4.1. The Principle of Equality and Reciprocity

In fact, in every business negotiation, both parties should be on an equal footing. We hold the common economic interests of mutual benefit and harmonious coexistence of both sides, and ensure that both sides should obtain more economic profits as much as possible in this cooperation. The principle of equality and mutual benefit is the basis for smooth business negotiations, and it is also the basic principle in the most business negotiations.

4.2. The Principle of Putting Interests First

The positions of the two parties in the negotiations are actually related to the economic interests pursued by the economic interests they represent. In real business

negotiations, there are always some essential conflicts of economic interest. Different positions of both parties represent different interest points. In business negotiations, economic interests are often the primary consideration, not only for enterprises, but also for everyone's personal interests. In the process of business negotiations, it is the main purpose to strive for the largest economic interests. And will be reasonable and effective negotiation settlement.

4.3. The Principle of Honesty and Trustworthiness

Good faith is essential for everyone, so good faith is also indispensable for business negotiations. Honesty as the most basic condition for cooperation between the two sides, honesty and trustworthiness is the foundation of cooperation between the two sides, but also an essential principle in the future cooperation process. The cooperation between the two parties is not only a paper contract to restrict the cooperation between the two parties, but to reflect every detail of the cooperation process in good faith, in line with the principle of mutual benefit, the promise of good things smoothly and perfect solution. In this way, in the process of future enterprise development or personal development, we can obtain broader opportunities for business cooperation.

4.4. Adhere to the Principle of Objective Standards

Business negotiation is a mutually beneficial process for both parties. However, every negotiator cannot guarantee that the negotiation can be successfully carried out. There may be some differences or differences in the process of negotiation, but we cannot change or eliminate such differences and differences only through our subjective consciousness. Instead, both sides need to be bound by a standard that both sides can accept and accept. Objective standards are the basis of business negotiations, not just pressure by one side and passive acceptance by the other. Therefore, through objective standards, we can avoid the problem of harming the interests of any party in the negotiation, and conduct reasonable negotiations with fair, just and open results.

4.5. The Principle of Abiding by Laws and Regulations

In fact, not only in business negotiations need to comply with laws and regulations, is the so-called no rules cannot be fangyuan, the country cannot be a day, the family cannot be a day without rules. The smooth and smooth operation of an enterprise is not a day without discipline. Any activity in our daily life needs to be governed by law so that society can become orderly and regulated. Only by conducting formal business negotiations reasonably and legally in accordance with national laws and regulations can the interests of both parties be guaranteed and effective negotiation results be achieved on the basis of win-win economic interests of both parties.

5. Influence of Cultural Differences and Negotiation Styles in Business Negotiations

In the process of business negotiation, the contact and communication between the two sides are realized through language expression. Therefore, good language skills are very important. Business negotiation involves detailed

communication and understanding with enterprises and personnel from different countries and regions, so cultural differences and negotiation styles will also have some impact on the final result of business negotiation. The first is the analysis of negotiation style, which has three main types: introverted caution, extroverted decisiveness and rational judgment. First, the introverted cautious style means that negotiators, regardless of the deal amount, always make decisions after careful consideration. They usually need to take some time to get to know you and the company you represent and what you stand for, then take a longer time to consider the feasibility of the whole thing, and finally weigh the pros and cons before making a decision. They believe that only in this way can they sign the contract and avoid more unpredictable accidents in the later stage. Secondly, the extroverted and decisive style means that negotiators do not care too much about the feelings and positions of others, subjectively judge the gains and losses of their own interests, and have their own ideas about the progress of the negotiation business, and do not consider the feelings of others, and will maximize their own interests. When there is a difference of opinion in the negotiations, they will be decisive in stating their position, and if the terms of the negotiations meet their needs, they will make a decision immediately. Thirdly, the style of rational judgment means that negotiators often make judgments based on various data in the process of negotiation. They are very sensitive to numbers. Any data required in the transaction will be evaluated accurately, and ambiguous figures are not allowed in the data during the negotiation process, otherwise, the negotiation is likely to be forcibly terminated. At the same time, they will spend a lot of energy and time collecting relevant information and conducting data analysis to judge the future development trend. People with this style like to control the details, and they will think over every step. In short, prepare for this type of negotiation style.

6. The Important Role of Business Negotiations on the Economic Development of Enterprises

Since the communication form of business negotiation is carried out in a formal environment, and there will be a certain economic interest position debate in the purpose and process of negotiation, certain means or forms are used in the negotiation process to convey the main intention of the negotiation. The communication process of business negotiation is an important part of business work, and the communication form of business negotiation promotes the smooth development of negotiation work. Nowadays, social and economic development requires more and more business negotiations. As a form of negotiation, business negotiation plays an increasingly important role in the development of commodity economy and the intensification of market competition. It has become an indispensable part of economic life. Business negotiations promote enterprises to understand the market dynamics, open up new economic markets, and obtain more economic benefits; Accelerate the development of the global commodity economy and society; Business negotiation strategies and communication skills are both related and different. The connection between the two lies in the fact that they both occur in business negotiations and are carried out in order to achieve the expected goals. The difference is that strategy is the overall control of the whole, primarily for profit; But the technology is designed to solve

more problems, and its purpose is to improve the efficiency of cooperation; Strategy is reflected in the negotiation plan, skills are mainly reflected in the language organization of communication, business negotiation strategy and communication skills are a dialectical unity of the combination.

7. Conclusion

Business negotiation is an indispensable activity in economic activities. It can facilitate the two sides to reach an agreement and is an important part of the negotiations between the two sides. A business negotiation is a two-way communication process, the purpose of which is to reach a mutual agreement on different requirements or ideas. Negotiation is a set of a series of scenarios, including communication, sales, marketing, psychology, sociology and other disciplines of a comprehensive reflection of a negotiation method. The final goal of business negotiation is a form of successful cooperation based on the final goal of both parties and reaching an agreement. Business negotiation is also a process in which the negotiators of both sides express their views and exchange their views in language. If the negotiation technique is not proper, it will not only cause the conflict of views between the two sides, but also lead to the failure of cooperation. Negotiation language and communication skills are advantageous tools in the process of business negotiation and play an important role in the output of any occasion. The combination and mastery of negotiation language often determine the success or failure of negotiation.

Therefore, mastering business negotiation language skills is the key to reach an agreement.

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