

**Colin
Biggers
& Paisley**

The art of negotiation

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17 February 2026



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Negotiation Overview

What is Negotiation?

- Communication between parties
- Parties making offers and concessions / compromises
- Seeking a solution or reaching a deal
- Create a win-win scenario

When Do We Use Negotiation?

- Personal and professional lives



Why Negotiate?

- Resolve conflict
- Divide limited resources
- Create value
- Build relationships

The Basics of Negotiation

Definition of Negotiation

Negotiation is a process of communication between two or more parties with the aim of reaching a mutually beneficial agreement

Elements of Negotiation

Negotiation involves several elements, including preparation, communication, listening, persuasion and compromise

Types of Negotiation

There are several types of negotiation, including distributive, integrative and multi-party negotiation

Major Traps Of Negotiation

Intimidation & Conflict



Missing Compatible Issues



BATNA



Negotiation Strategy

Negotiation is best approached as a
joint problem-solving task

1. Separate people from the problem
2. Focus on interests, not positions
3. Generate multiple possibilities
4. Use objective standards



Preparing to Negotiate

- Research the other party
- Set your objectives
- Anticipate the other party's objections
- Determine your alternatives
- Practicalities and logistics
- Deadlines

*If you fail to plan,
you plan to fail*



Building Rapport

- Be authentic
- Find common interests
- Show genuine interest
- Use positive body language
- Mirroring



"Rapport is the ultimate tool for producing results with other people. No matter what you want in your life, if you can develop rapport with the right people, you'll be able to fill their needs, and they will be able to fill yours." — Tony Robbins

Active Listening

- Pay attention
- Clarify
- Reflect
- Empathise
- Silence and patience



"Most people do not listen with the intent to understand; they listen with the intent to reply." — Stephen R. Covey

Effective Communication

- Use positive language
- State your case
- Offer solutions
- Be flexible and open minded



Be Creative

- Brainstorm
- Consider alternatives
- Look for win-win solutions
- Be flexible
- "Good cop / bad cop" technique

*Every negotiation is
a chance to
transform conflict
into cooperation
through open
dialogue and creative
thinking*

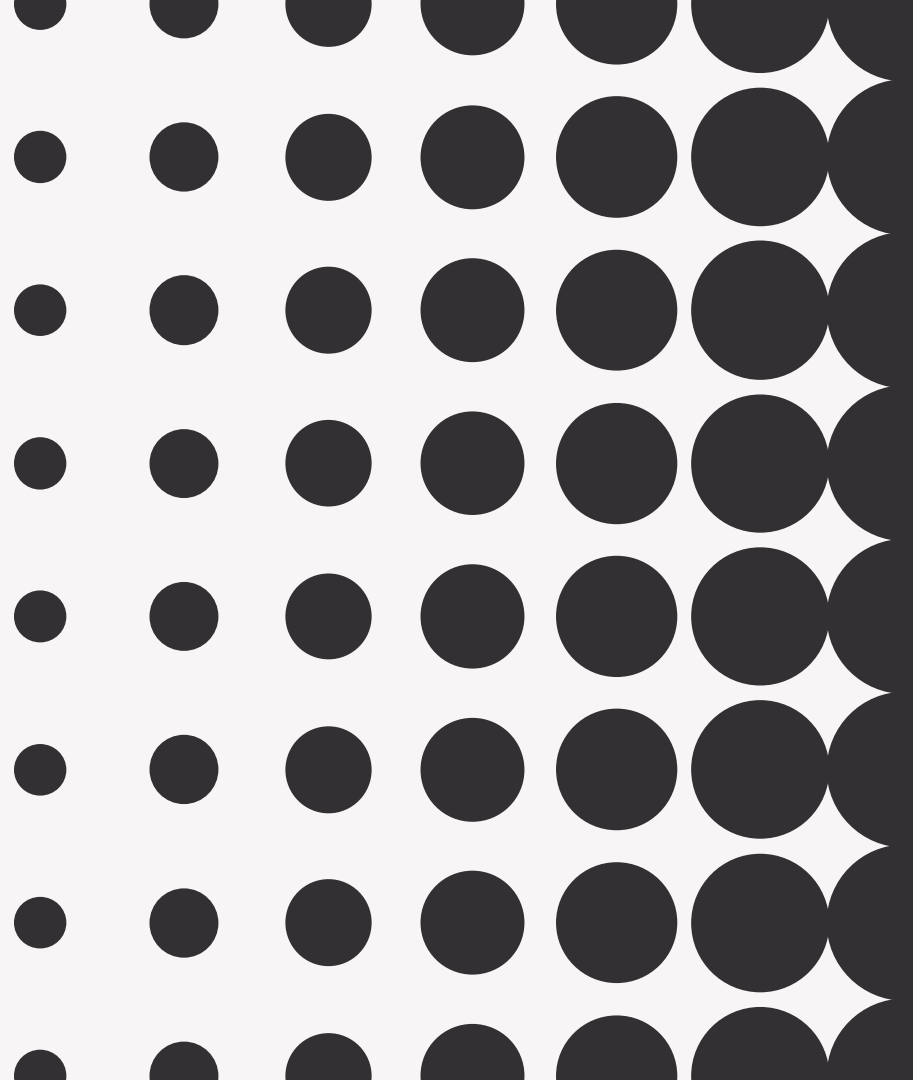
Difficult Situations



- Aggressive opponents
- Impasses
- Hitting a brick wall

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Questions



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Thank you.

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