



NEGOTIATOR – KEY FACTOR DURING A SUCCESSFUL INTERNATIONAL NEGOTIATION

Oana Mihaela ORHEIAN

Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Romania, E-mail: oana_marioara2000@yahoo.com

Abstract

Negotiation is the first step in concluding a contract. The main role in the course of negotiating it has negotiator. This article presents some features and skills that negotiators should have and the main types of negotiators.

Key words:

Negotiation process, negotiator, negotiating style, personality

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1. The concept of negotiation

Negotiation is a process, an activity that connects two or more parties to resolve certain disputes. Negotiation must be defined as a complex process of cooperation. Negotiation starts from the fact that each party has any direct or indirect needs and interests that want to satisfy. Whenever partners tacitly considered mutual desires, negotiation was successful. If a party needs were ignored and negotiation was a simple game, with two sides, winners and losers, its results take the form of transaction to be mutually beneficial.

In the dictionary of the Romanian language, negotiation is defined as "the act of treating someone concluding an agreement of economic, political, cultural". And according to the Dictionary diplomatic negotiation is "a process approach to a problem, a dispute of conflicts by peaceful means, by direct agreement, the purpose of promoting or implementing an agreement between the parties, to improve the relations between them, reducing tension and friction between them and oppose them settle disputes, all the action is conditional on a common interest".

Negotiation means common activity with your partner, running towards solving common problems in the attention both sides. A transaction will exist only if both parties it considers mutually beneficial. Negotiations exists precisely that interests of the parties involved are the same. If there is not this coincidence relative, negotiations are impossible, and if this coincidence is perfect, they do not make sense.

Negotiation approach in the business world should be seen as a mutually beneficial process. Mutual benefit of the parties does not mean that the benefit is equal to the benefits of the other party, it assumes that both parties wins during negotiations. Successful negotiations are not causing big gains, but those who are sincere cooperation initiatives, which take into account the common interests of the parties.

The objective of each partner is directed to obtain maximum benefit and thus finally get through a compromise, an agreement that provides mutual benefit. Negotiation is a phenomenon that reflects today's global processes including, as the modern world is increasingly integrated and unified, and its components are interdependent.

Negotiation represents an interactional process involving two or more social entities (individuals, groups, institutions, organizations, communities) with heterogeneous interests as intensity and orientation, mutual exchange of information, exchange regulated by the default rules and / or explicitly with the purpose of leading to the establishment of an agreement or the adoption of a mutually acceptable solution for a problem affecting their interests.

Negotiation aims to find a solution acceptable to each side (compromise), each one giving up in to some of his demands to avoid the conflicts. Negotiation includes several important elements: mutual understanding of the points of views and interests, attempting mutual manipulation, mutual information over the power and intentions of each action in case of

realization or consensus, examining various compromises. As a result, the parties will adopt a solution, although it has disadvantages, has the merit to be accepted by all, thus avoiding the conflict.

The negotiation process is a social phenomenon involving the existence of a communication between people in general and between the parties in particular. The negotiation refers to a situation in which one or more of the parties interacting in a desire to reach an acceptable solution to one or more problems in disagreement. So the existence of a communication between the parties is an essential feature of negotiation. Negotiation is an organized process in which one wishes to avoid confrontation and requires constant competition. Typically, negotiations are conducted in a formal framework, based on procedures and techniques.

Negotiation is a competitive process because the partners intended to attain common interests, as some contradictory, which requires a series of efforts and reaching mutually beneficial solutions. Negotiation is a process with sure results that involves harmonizing the interests. Negotiation aims at achieving an agreement will, and not necessarily of a victory, both partners (and enemies) have to conclude the negotiation feeling that they have made as much of what they have proposed.

The parties to a negotiation can be *individually negotiations* or *negotiations teams*. Depending on the number of parties, negotiation can be: *bilateral* (it is conducted between two parties, either individually negotiated or negotiation teams) and *multilateral or in groups* (when more than two different parties involved in the negotiation).

2. The main features of a negotiator

Negotiation results depend largely on the quality of the negotiators. Becoming a good negotiator requires an approach that can be learned over time, but also art, intuition, empathy, patience, insight, is largely personality traits of each individual.

Individual personality according to psychology is formed from the interaction of different skills and psycho physiological hereditary features shaped by the social environment in the educational process. Personality represents relatively stable framework within the thoughts, feelings and behaviors which gives unique individual, making it different from other people. The negotiator personality traits affect how it approaches and behaves in negotiation.

If a well-trained negotiator, natural inclinations of his personality can be attenuated by a number of factors, including negotiation training, professional experience and different techniques applied.

Psychological training is both theoretical and practical. Theoretically, through regular teaching and practical training on the integration path candidates in various negotiating teams, first as observers, then, with time, training and operations training materials documenting the negotiation process simulation in activity analysis and minor decisions. Neglecting psychological education diminish the professionally effect and intellectually, with negative consequences on the final result. Therefore, it is necessary that the psychological training to be an ongoing and unlimited, leading to the actual shaping temperament and individual character, strengthens the power of participation and self-control negotiator. Commercial negotiation activity implies the existence of negotiating with certain features and qualities of personality, equipped with thorough knowledge of general and specialized.

The personality of a good negotiator, out of integrity character and professional training should include a number of features, as the ability to judge professional, commercial practical sense, knowledge of negotiation techniques, have complex personality features, to know more about the country conducting negotiations, customs and traditions of the country and to have a extensive general knowledge, to be fair, honest and perfect knowledge of the matter in question, to have the spirit of cooperation, to be temperate and unenthusiastic, have imagination, to have an experience in the conduct of negotiations, have the capacity to integrate into a team, to provide exactly and in the most explicit way, concrete arguments and an ability to wait and retain arguments have ability objective analysis of arguments partner, to have the ability to master even when subjected to high pressures by the partner, ensuring the ongoing dialogue partners of his good intentions, in difficult situations to know to gain time and permanent control on their tone data remarks, to know how to put themselves in the partner place and anticipate its way of thinking, to explore ways out of the impasse easily, to be decided.

A good negotiator must understand people at all levels of society, to have clarity of thought, be diplomatic and persuasive, adaptability to complex situations, spirit of cooperation, have rich knowledge, imagination and power of prediction, simulation capability to be presented with personal charm and sense of humor.

A skillful negotiator does not have a standard model, the negotiation are used all personal features of individual.

3. Typology negotiators

In practice, the most common behaviors of customers tend to negotiating cooperation or peaceful attitude, demagoguery or manipulation, affective or rational conflict or adversity.

It outlines four main categories as negotiators: cooperative negotiator, conflict negotiator, affective negotiator and demagogue negotiator. These four models are reference categories, relative to other types.

Cooperative negotiator is based on a real determination to succeed and respect for the partner and to its objectives and carry out negotiation after slogan winner- winner (win -win). It is a generator of good relations in the short, medium and long term, protecting the interests of negotiators and act in a frame complete confidence. Experience shows that all cooperative trades are sustainable. It materializes through real fidelity and reliable and solid partnership. Being a cooperative negotiator assumes the following rules: respect for its goals, the desire to reach a positive engagement, transparency, loyalty partner.

Affective negotiator is a person who acts and negotiates according to his feelings and emotions of the moment. Far from being rational and pragmatic in its negotiations, he acts according to its affinity and affection that binds degrading his partner. Impulsive, he can decide on a purchase or express a refusal without obvious reason or rational. His way of doing things is based on subjectivity, on pleasure and pain, love and hate, friendship and enmity, friendship or rejection. Cooperative mode may prove valid subject to be addressed flexibly and gradually.

Conflict negotiator is a person who gives priority to diplomacy rather than force. He uses blackmail or threat, easily gives the dialogue. Strategically, the best ways to deals with such a negotiator are to be conflict as only he either seduce or cooperative land affected either you obey provisionally to win the negotiation .

Demagogue negotiator takes refuge behind the lies, manipulation, simulation and duplicity. Before a demagogue negociator, the possibilities of winning are both numerous and small.

Each negotiator has a dominant style of making a negotiation based on personality, culture, values and beliefs. Success depends on the negotiator's ability to know which is the best way you have to take to excel in negotiation. The best styles are, by definition, those that allow and promise a positive outcome for both parties.

4. The main styles of negotiation

A competent negotiator must create a style according to its own forces, including the characteristic culture of his origin. Culture profoundly influences the

way people think, communicate and act. Cultural differences between individuals of the negotiating table can create barriers that block the negotiation process or hinder it.

A negotiator cannot know and fully understand all cultures interacting with the great diversity of cultures and their complexity. But what makes adjustment easier and prevents misunderstandings is to identify specific areas where there are significant differences that can have a major impact on the outcome of negotiations.

Over time were identified several styles of negotiators.

American negotiator prefers negotiation "point to point", in successive stages, considers negotiation as a competitive process constructive attaches great importance to the organization, punctuality, efficiency and make decisions quickly. U.S. negotiators are friendly and informal, focused on efficiency argue with progressive approach to the compromise.

English negotiator is protocol polite, punctual, well prepared for negotiation negotiates based on evidence, judge better the decisions and respect his word.

German negotiator is serious, meticulous, and polite, strives to achieve the best conditions, but leaves the partner to win too, will never compromise radical, but neither has exaggerated claims, keeps his word, respecting the agreed.

French negotiator considers negotiation as a tough competition, a debate and a search for solutions substantiated. He appreciates punctuality, paying attention to the social factor, exhibits humor and irony.

Italian negotiator knows well the negotiation area, addressing issues directly and openly, he likes to haggle. It is an open person, temperamental enthuses, easily appreciate the humor.

Chinese negotiator exercise restraint against women and young negotiators, it is polite, appreciate compliments, pays great attention to the price and agrees to negotiate only after it was dropped to a level considered negotiable.

Japanese negotiator is creative, well-educated and intelligent, believes that negotiation requires experience, patience, concentration, there never negotiate "cards on the table", is vague and unclear statements.

Romanian negotiators declare their desire for freedom and repulsion for any allegiance to one's orders, have the ability to speak foreign languages, especially English, French, German and Russian, are superstitious, gullible, naive, a sarcastic spirit, knowledge of management and marketing.

5. Conclusions

In conclusion, we can define negotiation as a voluntary activity that puts interaction between two or more parties there are differences and interdependencies to find a mutually acceptable solution. The basic elements of this definition are: parties involved in the negotiation, interaction, differences, interdependence and mutually acceptable solution.

Success in negotiations depends largely from negotiators who must possess a number of native qualities and attributes acquired with a solid theoretical training, performed by their experience and by observing others work, qualities that will enable them to promote relations foreign economic efficient and productive.

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