



Effective Negotiation Skills

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The Different Types of Negotiations

Importance Of Negotiation



The Principles of Effective Negotiation



1. Prepare Yourself

Being well-prepared helps negotiators understand their own goals, the other party's interests, and the Best Alternative to a Negotiated Agreement (BATNA).

2. Build Trust

Establishing a respectful and trusting relationship reduces defensiveness and facilitates open communication.

3. Focus on Interests, Not Positions

By concentrating on underlying needs rather than fixed demands, negotiators uncover shared goals and motivations.

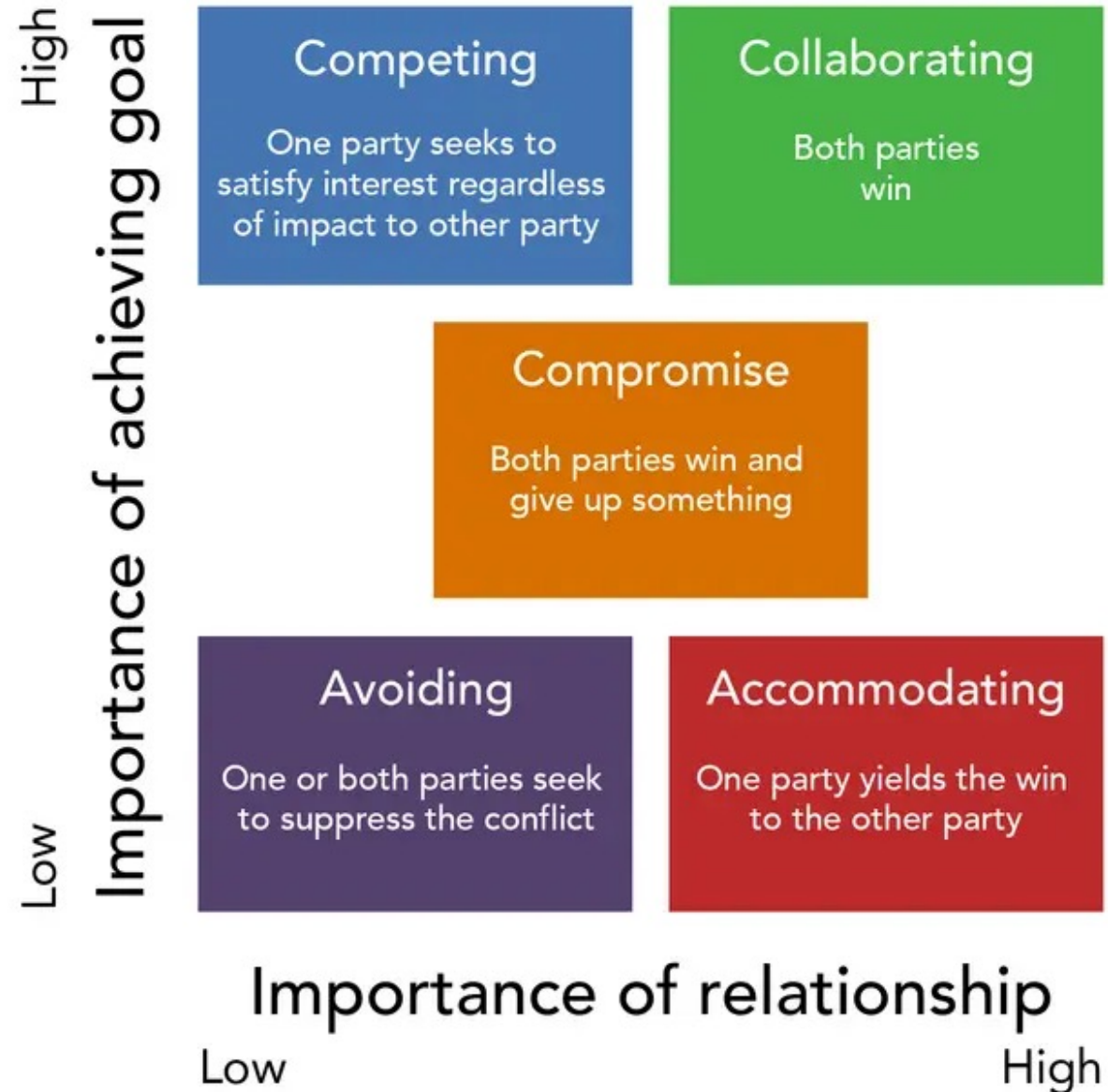
4. Be Willing to Make Concessions

Flexibility and readiness to make reasonable concessions demonstrate goodwill and encourage reciprocity.

5. Remain Adaptable and Open-Minded

Staying open to new information and alternative solutions allows negotiators to adjust strategies and explore options that might not have been initially apparent.

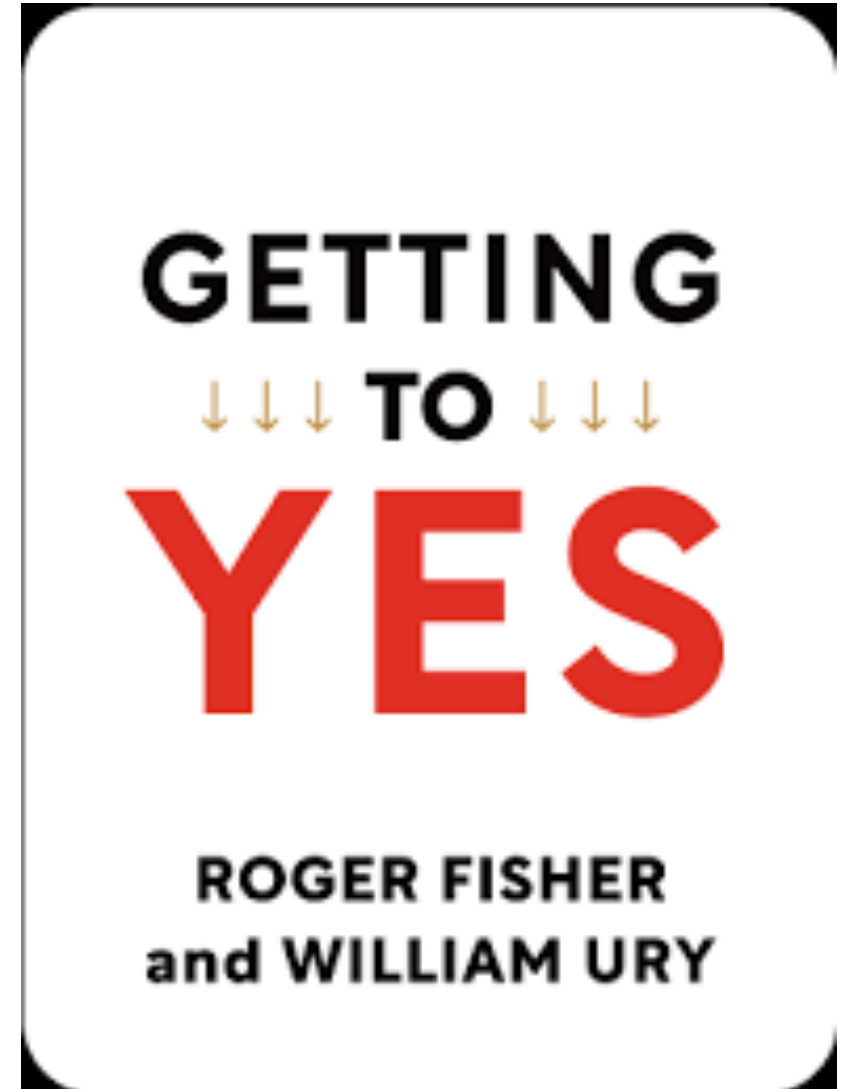
The Five Negotiating Styles



Win-Win Negotiations

“Getting to Yes”

- 1. Separate the People from the Problem:**
Negotiators should avoid letting personal emotions, relationships, or perceptions interfere. Understand the other party's perspective and avoiding blame helps keep communication constructive.
- 2. Focus on Interests, Not Positions:**
Instead of arguing over fixed demands (positions), parties explore the underlying needs, desires, and concerns (interests) that motivate those demands.
- 3. Invent Options for Mutual Gain:**
Before deciding on an agreement, negotiators consider possibilities that could satisfy both parties, seeking win-win outcomes rather than where one side wins or loses.
- 4. Insist on Using Objective Criteria:**
Agreements should be based on fair, independent standards or benchmarks rather than pressure or power plays, ensuring the deal is legitimate and sustainable.



Key Considerations in Cross-Cultural Negotiations

- **Cultural Intelligence and Awareness**
Understand the other party's cultural background, values, customs, and business practices to build trust.
- **Communication Styles and Nonverbal Communication**
Communication can be direct or indirect depending on the culture. Practice active listening, clarify meanings, and avoid making assumptions to prevent misunderstandings.
- **Relationship Building**
Take time to build trust and rapport, show genuine interest, and respect social customs.
- **Use of Interpreters or Cultural Advisors**
When language barriers exist or cultural differences are significant, consider engaging interpreters or cultural advisors.
- **Etiquette and Protocol**
Observe proper etiquette and protocol, including greetings, gift-giving, dress codes, and meeting formalities.



Summary of the Negotiation Process

4 Steps of the Negotiation Process

1

PREPARATION: Preparing in advance can improve your confidence, give you clear goals to work toward, and provide a strategy to base your approach on.

2

BARGAINING: Bargaining is about creating value for both you and other parties despite your differences.

3

CLOSING: Closing a negotiation can mean coming to an agreement or ending the discussion without reaching one.

4

LEARNING: Reflecting on the process and learning from your experiences enables you to become a better negotiator.



Harvard
Business
School
Online

Source: Harvard Business School