



Negotiation Strategies and Win-Win Outcomes

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Planning for Negotiation

- ▶ Identification of each party's needs
 - Principal Investigator's
 - Student's
 - Institution's
 - Sponsor



What are the Objectives?

- ▶ Intended benefits
- ▶ Unintended benefits
- ▶ Tangents
- ▶ Cost
- ▶ Administrative requirements
- ▶ "Political realities"



Determine Issues and Alternatives

- Terms and Conditions
- Time line
- Restrictions
- Termination
- Prioritize the issue

Methods of Negotiation

- Face to Face
- Telephone
- Written
- Considerations
 - Scheduling of the Negotiation
 - Time allotted
 - Facilities
 - Lead Negotiator
 - Team Members and their roles
 - Team Member schedules
 - Team preparation meeting
 - Mock negotiation

Structure of the Negotiation Team

- Authoritative
 - Lead Negotiator
 - Supported by team members
- Participative
 - Lead Negotiator needs to coordinate and integrate the overall negotiation
 - Team members negotiate in areas of expertise
- Autonomous
 - Several Negotiators working in parallel
 - Each Negotiator has the authority for a portion of the agreement
- Combination
 - Most widely used

Modes of Negotiation

- ▶ Visual
 - Written Communication
- ▶ Auditory
 - Face to Face or Telephone
- ▶ Emotive
 - Face to Face
- ▶ Multiplex
 - All of the above

Negotiation Techniques

- ▶ Can you walk away?
- ▶ Long list or small list
- ▶ Start with low lying fruit
- ▶ Always make progress
- ▶ Be Flexible
- ▶ Back Channels
- ▶ Silence is Golden
- ▶ Patience is a virtue

Getting to Win/Win

- ▶ An agreement that satisfies the needs of both parties
- ▶ Focus on the interests of the parties
- ▶ Invent options
- ▶ Agreeing – Yes, but...
- ▶ Why is Win/Win important?
 - Most of our sponsors are not one and done
 - It allows us to further our mission
 - Building relationships



Summary

- ▶ Identify the needs
- ▶ Identify the objectives
- ▶ Identify the issues
- ▶ 4 P's
- ▶ At the end of the day we want everyone to be
HAPPY
