



Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe



This project has received funding from the European
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What is Negotiation?



By the end of this session participants will:

- Understand what negotiation is about
- Identify different strategies and styles of negotiation (linking)
- Identify the phases for an effective negotiation

Negotiation is:

An **interactive** process by which **two or more parties** try to **resolve** a dispute in order to reach an **agreement**.

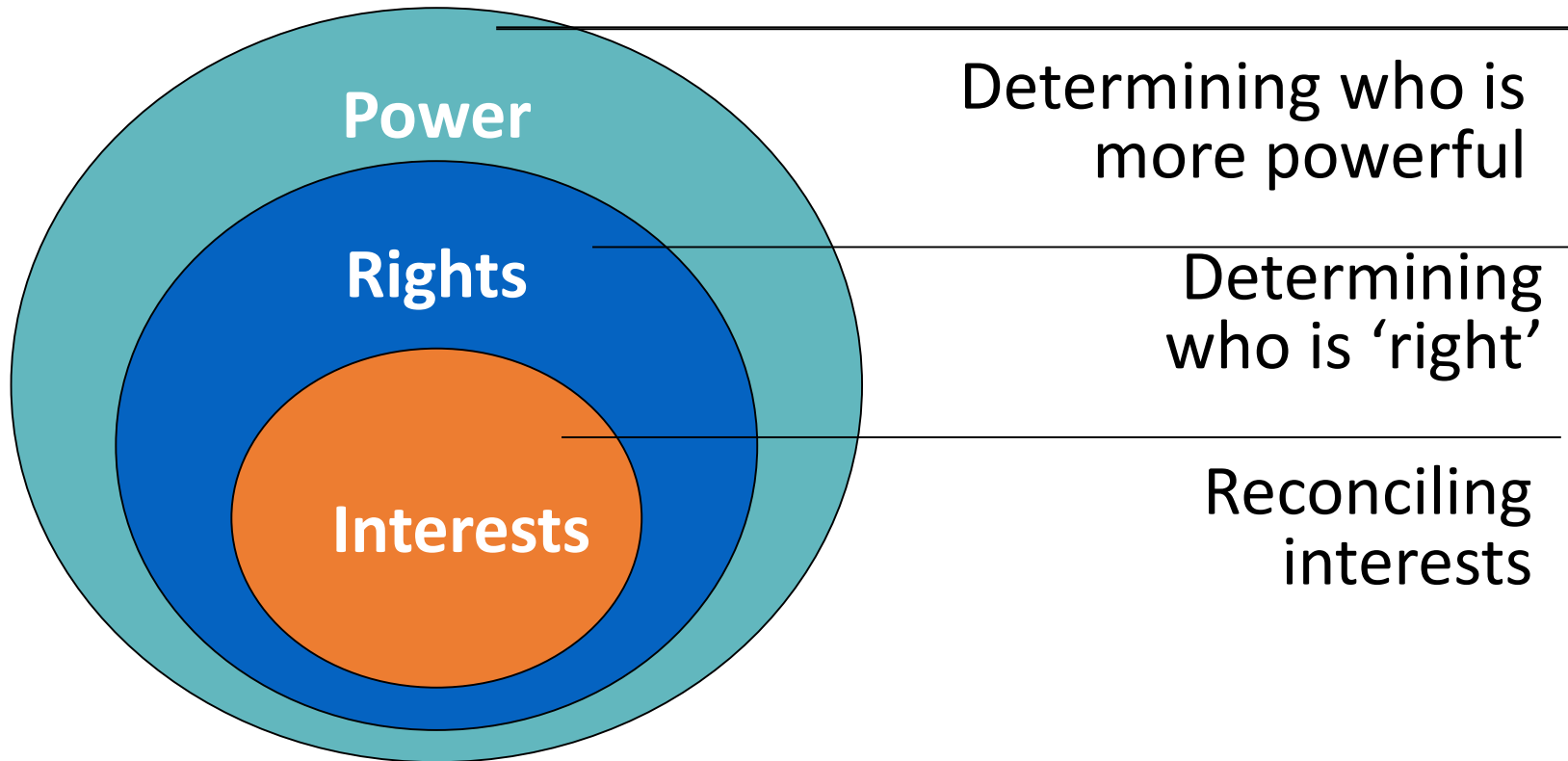
A **dispute** is:

- A disagreement issuing from a difference of opinion or a conflict of interests between two or more people

Context in which negotiation can take place

- Implies bargaining power and recognition of farmer organization's role.
- The government is open to negotiation.
- Farmer organizations have capacity to make proposals and evaluate counter proposals made by the government.
- Farmer organization members have confidence in their leader-negotiators.
- Facilitation of favourable policies.

Negotiation can be based on:





Possible types of agreement

Concession

One of the negotiating parties abandons their stance in favour of the other party.

Compromise

Each party makes concessions on the issue under discussion.

Parties can often « meet each other halfway »

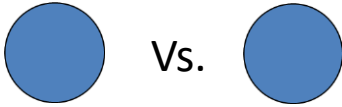
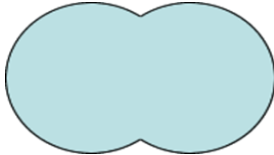
Consensus

An agreement based on parties' similar positions and which fully satisfies each party's interests.

Possible types of agreement (continued)

Types of Agreement		
1 winner -winner	I win You win	I win You win
2. Winner Loser	I win You lose	You win I lose
3. Loser - Loser	I lose You lose	You lose I lose
4. Winner/ Winner/Winner	I win You win And others too	You win I win And others too

Negotiation styles

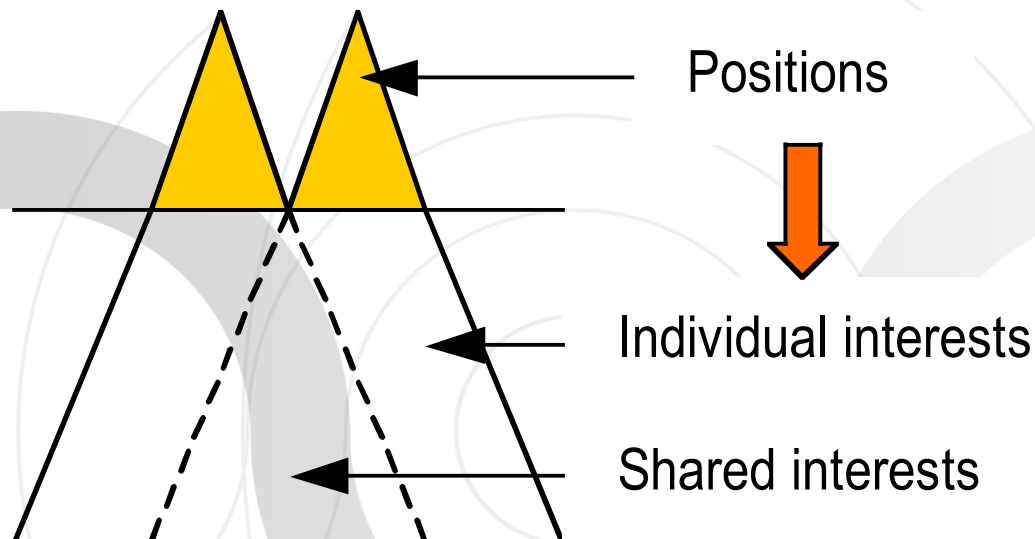
ADVERSARIAL	CONSENSUAL
	
Argument	Conversation
Winners and losers	Joint problem solving to find agreed solution
Concentrates on self-interest	Appreciates all partners' interests and constraints
Likely negative effect on relationship	Helps to build relationship
Based on set positions	Based on underlying interests



'Positions' vs 'Interests'

- ☑ **Position** – the first solution or demand presented by someone, often dogmatic and usually inconsiderate of others.
- ☑ **Interest** – the deeper motivations (e.g. drivers, priorities, hopes, fears, needs) underlying what people say they want in order to be satisfied.

Interest-Based Negotiation



Identifying **underlying motivations** creates room to explore a **wider range of options** from which to compile a solution that **satisfies the most number of people.**

Stages of negotiation

1. Prepare the negotiation
2. Carry out the negotiation
3. Conclude

How to prepare a negotiation

Purpose

Context

What is at stake?

Power relations

The negotiator

The test

Choice of strategy and approach

Logistics

Communications plan

What? Why? Who?

Diagnostic

Is it worth it?

Negotiation style

How to prepare a negotiation

Purpose:

- Common general aims of both parties
- Expected concessions
- Minimal conditions
- Initial expectations

Context:

- Socioeconomic, regulatory, political, cultural and physical environment, strategic coherence, resources available , group, coalitions and alliances

What is at stake? For us and them:

- Strategic factors in play: financial, material, technical, political, rapport, psychological, etc.
- What is the strategic importance of this negotiation?

Power relations:

- Who has the power in each party
- What is our plan B?

The negotiator

- The profile
- Our relationship with them

How to carry out a negotiation

1. Initial contact
2. Questions and consultation
3. Reformulation
4. Parties' initial proposal
5. Discussions and adjustment
6. Formulation of agreement or admission of failure

Closure of the negotiation

- Review original common objectives: have they been achieved?
- Reformulate conditions of agreement: both parties check with each other that they have been clearly understood
- Establish a strict timeline for follow up
- Make sure that the interlocutor is ready to « sell » the agreement to their organization
- Remember to put the agreement in writing.
- Do not forget that closure in this negotiation may only be the beginning of another!



Questionnaire: What is your negotiating profile?

Statement	Lucid	Manipulator	Naive	Honest
1		1	1	
2	1			1
3	1	1		
4			1	1
5	1	1		
6	1			1
7		1	1	
(...)		1	1	
24	1		1	
Total				



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THANK YOU