

Linguistic Analysis of Business Negotiation

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Abstract: Commercial negotiation is an activity to resolve disputes between buyers and sellers to facilitate transactions. It is a method and means that enables buyers and sellers to obtain their own economic benefits. Business negotiation is produced and developed under the conditions of commodity economy. It has become an indispensable part of modern social and economic life, ranging from bargaining in daily life to cooperation in economic and technological exchanges corporate between legal persons and inter-state relations. In the following content, this article will conduct a specific analysis and discussion on the value benefits, principles and language skills of business negotiations.

1. Introduction

Harvard University has put forward the concept of “Trilogy of Business Negotiation”, that is, the steps of negotiation should be three processes: claiming value, creating value and overcoming barriers to agreement. In the initial stage of the negotiation, both parties need to fully communicate their own interests and needs, clarify the real needs and actual needs of the other party, and then ask more questions and declare our interests according to the situation. However, the actual situation is that such a simple negotiation cannot maximize the interests of both parties. At this time, the business negotiation has entered the second stage. Therefore, this step is to create value. During the negotiation, both parties need to find ways to find a better solution, find the best interests for both parties in the negotiation, so that the interests can be effectively balanced here. The final stage of tackling difficulties is to overcome obstacles. Obstacles to negotiation generally come from two aspects: one is the conflict of interest between the two parties in the negotiation; the other is the obstacle of the negotiator's own decision-making procedures. The former obstacle is that the two parties need to coordinate their interests in accordance with the objective principles of fairness and reasonableness; the latter requires the party that negotiates barrier-free to take the initiative to help the other party make a smooth decision.

2. The Value of Business Negotiation

For an enterprise, there are three ways to increase profits, increase turnover, reduce costs, and negotiate. Although increasing the turnover is the most direct method, in today's increasingly fierce market competition, it is difficult to compete for market share. Increasing turnover often increases costs, so the turnover of enterprises may increase a lot, but after deducting expenses, it was discovered that the profit did not increase much. The space for cost reduction is limited, and if it is

reduced to a certain level, it can no longer be reduced. In addition, reducing costs may also reduce the quality of products, which will damage the company's long-term interests. But negotiation is different. Through negotiation, products can be bought at a low price and sold at a high price. Between such a buy and sell, profits will come out. It is the most effective and fastest way to increase profits, so the importance of business negotiation is self-evident. Roger Dawson said: "The fastest way to make money in the world is to negotiate!" While working for General Motors in the United States, Roberts negotiated with all suppliers of parts, saving the company 2 billion U.S. dollars in half a year.

3. The Principal Effect of Business Negotiation

First of all, it is necessary to understand that business negotiation is a means for an enterprise to achieve economic goals, an important way for an enterprise to obtain market information, and it is also the main function of an important force for an enterprise to explore the market. Therefore, under the conditions of the socialist market economy, business negotiation activities should follow the basic principles of win-win, equality, and legality, and have timeliness and minimum goals. It is necessary to understand that business negotiation is aimed at obtaining economic benefits, with value negotiation as the core, and the needs and interests of negotiators are manifested in many aspects. Different negotiators participate in the negotiation for different purposes, but they are often carried out around a certain basic interest. This is inevitable. Business negotiation is based on obtaining economic benefits as the basic purpose. Other benefits will be involved only after this is satisfied. In this way, in comparison with other negotiations, business negotiations pay more attention to economic benefits. Furthermore, because business negotiations involve many factors, value has become the core content of business negotiations. Therefore, people will even evaluate the success of a business negotiation based on how good the economic benefits are. Secondly, in the negotiation process, we should also pay attention to the rigor and accuracy of the contract. When drafting contract terms, pay attention to the integrity, rigor, accuracy, reasonableness, and legality of the contract terms. Don't take it lightly. Pay attention to the traps set by the negotiating opponent in the wording and presentation skills of the draft terms to avoid losing all the benefits you get, and even pay a heavy price.

4. Skills That Can Be Used in Business Negotiation

Having certain negotiation skills can make negotiators get twice the result with half the effort. First of all, we must determine the negotiation attitude. The negotiator cannot treat all negotiations with the same attitude. This needs to be decided according to the importance of the negotiation object and the negotiation result. Second, we must fully understand the negotiating opponent. As the saying goes, know the enemy and know yourself, and you can fight a hundred battles with no danger of defeat. This is especially important in business negotiations. The more you know about your opponent, the more you can grasp the initiative in the negotiation, and the higher your chances of success. When you understand your opponent, you must not only understand the opponent's negotiation purpose, bottom line, etc., but also understand the other's company's business situation, industry situation, negotiator's personality, the other's company's culture, and the negotiating opponent's habits and taboos. In this way, many contradictions due to cultural and living habits can be avoided, which creates additional obstacles to negotiations. There is also a very important factor that needs to be understood and mastered, and that is the situation of other competitors, to ensure that you are always in an advantageous condition. Before the negotiation, you should also prepare several more sets of negotiation plans, and first come up with the most advantageous plan. The result of the negotiation is definitely a plan after negotiation, compromise, and flexibility between

the two parties. During the negotiation process, you must know fairly well and avoid being brought into pit by the other party. Meanwhile, you should always pay attention to whether your compromise with the other party deviates from the initial framework, so as not to find that your concession has exceeded the expected tolerance.

The layout of the business negotiation environment is also very important, which will have some impact on the mind of the negotiator. When choosing a negotiation environment, you should pay attention to whether you feel pressured, such as noisy environments, extremely uncomfortable seats, suitable room temperature, and opportunities to talk to colleagues, etc., these environmental factors will affect the negotiator's attention, leading to negotiating errors. In terms of etiquette requirements, the general cooperative negotiation should arrange the negotiation environment so that it is conducive to the smooth progress of the negotiation between the two parties. Before negotiations, a harmonious negotiation atmosphere should be established so that the subsequent negotiations can proceed relatively easily and smoothly. For example, provide some information that is of interest to the other party, or conduct some simple discussions on some issues, so as to increase the atmosphere of the event after interaction and consensus.

Finally, in business negotiations, the language should be as concise and targeted as possible, be able to clearly express one's own information, and strive for the other party to receive it correctly. Be careful not to speak loosely or arbitrarily, otherwise some important information may be ignored by the other party. You can raise your voice in important places, slow down, or intersperse some questions to arouse the other's active thinking and increase attention. Avoid vague and long-winded language in negotiations. This will not only fail to express your intentions effectively, but will also make the other party confused and unpleasant. In the negotiation, try not to rely on quick tongue and aggressive attitude to suppress the other party, because both parties are very sensitive at this time. If the language is too straightforward or strong, it is easy to cause the other party's instinctive sense of confrontation or to be disgusted. Therefore, you must keep smiles in business negotiations when both parties encountered differences, and spoke tactfully with their opponents, so that the other side would not activate the instinctive hostility in their minds, so that the subsequent negotiations would not easily fall into a deadlock. Sun Tzu said: "Take a roundabout as straight." General Clausevis also said: "The shortest way to reach the goal is the most tortuous road." It can be seen that if you want to achieve your goal, you must go forward in a roundabout way, otherwise Running directly to the target will only arouse the other's vigilance and confrontation. You should guide the other person's thinking into your own encirclement, for example, by asking questions, let the other person take the initiative to say the answer you want to hear for you. Conversely, the more eager you are to achieve your goal, the more likely you are to expose your intentions and be used by the other party.

5. Conclusion

Negotiation ability plays an important role in every kind of negotiation, whether it is business negotiation, diplomatic negotiation, or labor negotiation. In sales negotiation, the difference in negotiation ability between the two parties determines the difference in negotiation results, which is mainly derived from demand, choice, time, investment, credibility and skills. For buyers and sellers, the stronger the demand, the stronger the bargaining power; the more opportunities to choose, the stronger the bargaining capital. If there may be a time-limited emergency in the negotiation, the seller's bargaining power will be enhanced; if a strong relationship is established with the customer, it will have relationship power when negotiating with potential customers. At the same time, the party who invests more and commits to reaching an agreement tends to have less bargaining power. The credibility of potential customers is also a kind of negotiation power. A full understanding of

customers' problems and needs will enhance the negotiation power of customers. Conversely, if the customer has more knowledge and experience of the product, the customer will have a stronger bargaining power. Finally, certain skills are the most important part of enhancing negotiation power. However, negotiation skills are comprehensive knowledge and require extensive knowledge, eloquence, sharp thinking and so forth.

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