

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 50
Barriers to agreements, Ending of negotiation

[noise] Hi friends, in the last lecturer I discuss about certain barriers in agreement. I presume that when you are going to go for negotiation you will always try to remove this barrier, that is the only way of progressing forward is not it. Barriers will always remain throughout our life you have lots of barriers and only thing is they have to be removed and we remove the barriers whatever kind it is and then we progress forward.

So, here basically the smooth sailing when I said it does not remain smooth, because they are also full of barriers. And that barrier I have given an idea which you have to remove now I would like to highlight certain other things. One is how to end the negotiation the point is ok you started I said that you start the negotiation with you know with a very crisp beginning a very smooth sailing you continue.

But you also have to end in between there will be discussions there will be arguments there will be disagreements, there will be agreements there will be counter points there will be you know concessions all these things will go on in the whole process what will happen is you know you are going through the [vocalized-noise] sailing. I may not say it is smooth sailing, but the thing is ok fine I am sailing, I am going forward at least I am not floating nor I am sinking ok; that means, I have to now end the negotiation.

So, as the beginning is important same is true for ending the negotiation let me highlight that.

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The slide features a blue header with the title "Ending Negotiation". Below the header is a list of eight bullet points, each preceded by a small square icon. The text of the list is as follows:

- When to End
- How to End
- Close the Deal
- Congratulate
- Shake Hands
- Exit without Closing
- Leave the Thread Alive
- Retrospect the Outcome

To the right of the list is a photograph of a man in a dark suit, white shirt, and red tie, gesturing with both hands as if speaking. At the bottom of the slide, there are logos for "IIT KHARAGPUR" and "NPTEL ONLINE CERTIFICATION COURSES".

The point is when to end see I give an idea just before that you do not end till you find that it is in your favor you recall that do not end the negotiation. Let it go on; that means, pulling it pull it on pull it on pull it on till the whistle is blown to say stop ok when to end, but there is no real idea what when to end when to end see the thing is first of all during negotiation invitation.

If you are set there ok the negotiation we can have our meeting will be between 11 to one; that means, you know that 2 hours' time 2 hours is a time, when you have to see that you have to start at 11 and you should be there by 10 30 as per my soft skill, I said there when you be there be early and then you enter and you may enter the negotiation room just 5 or 10 minutes before depending on how they arrange the logistics.

Once you are inside started your negotiation put your time clock on and then you see that 2 hours' time you are put as a timer. Once you put this timer then your game plan is accordingly aligned yet I would say that if it is [vocalized-noise] logically going or rationally going then 2 hours is the time within which it should be ending, but if you see that after about say just 10 minutes before the 2 hours' time coming you know if you find that your things have not really gone into any decisions it is in the stalemate.

Then there are 2 options one is you keep on pulling them through discussion keep them involved through discussions do not even let them look at their watch, do not give them the opportunity you know do not make a distraction in such a manner that they will look

at their own watch and decide oh now it is 2 hours. You keep on you know you just enchant them through your verbal communications and you know focus their attention to us you and keep on saying till this to us is past, they are also not aware quite often in many of the discussions I can tell you we had planned for one hour it went for 3 hours you mean to say all the discussions were rubbish no the discussions we have very fruitful.

You know it went on either we have done it we have extended beyond water or the opponents have or the client has extended beyond 1 hour, but the entire 3 hour was a very very very positive and at the end of 3 hour went said ok fine we agree these are the points we are noting down in the of meeting and in such cases then suddenly we look at the water move my god we spent 3 hours.

The point is when to end 3 hours' time we took we ended 3 hours 2 hours extra taken. So, when to end you decide [vocalized-noise] either you decide or the client will decide if you are putting forwards your right points, then the client will decided early and if you are not very happy with the outcome of this negotiation, then you decided and extended little further ok the difficulty is how to end what is that ending statement?

How do you will you stop it who ends that sounds important is it the client ending or you are ending how to end. In fact, you know what happens is if you find that the decisions are not being taken or it could not arrive at and people are discussing and discussing not necessarily contesting. In such cases what you do is your role I can tell you that you look at the watch and at least half an hour before you give a hint that our time is running out and we have to come to your conclusion and that as soon as you say everybody will cancel out the yes yes.

We have spent 2 hours' time we had in hand as per schedule and now it is almost one and half as we did not reach the conclusion. So, you decide how to end. So, there is nothing called a rule that you do this to end and you really in this current negotiations do not require a referee to blow the whistle as it is done for a football game after 90 minutes no you do not require it the whistle will be blown in your own mind and also in the mind of the clients and then you will decide ok.

Now, let us blow the whistle for final and ok the game over. So, how to end is your intrinsic skill by which you will decide how to do it, but still how to end is always end

with a good note always end with you know even if that it is cognate has result into disagreement still I would say you end it with a very pleasant note simply saying ok thank you very much ah gentlemen for giving your time.

And we have really had a very wonderful discussion and very constructive discussion unfortunately we are not being able to agree to your terms and conditions. So, we look forward for future communications may not be on this particular issue, but some other issue we are always available, we are always open, you are always welcome to us; that means, it is a very pleasant note by which I am ending. And they also feel very once they find that because of them this agreement could not be reached and you are all saying on good prayers for them, your thanking them, your congratulating them, in that case you will find that there will be slightly internally ashamed.

And at least some of the people at least the junior people they will always you know whisper at your earlier sir actually very unfortunate we expected this to happen, but the thing is you know authority is not agreeing to this I know that your points are very very valid, but only things unfortunately we are missing this particular agreement the juniors will give you a freedom you know this is how it is?

Then comes closer to you my point is when you are ending a negotiation always have a target that you close the deal closed the deal means, whatever is the agreement come to an agreement when to end I do not know if I say that you keep on pulling it on till it is in your favor the same things for the opponent, they will also keep on pulling it on till it is in their favor; that means, there is a point at which everybody is that at that access both of you will agree ok.

And, once your agreeing; that means, now we are ending when you are ending closely at that point of time do not delay ok. And then comes congratulation, how you end the negotiation I will give you a hint just now you congratulate it suppose it is a successful deal means successfully closed deal in such cases you must congratulate each other, you know immediately shake hands with every member the segment signing is going on on the contract paper, but keep on shaking hands with every member you know keep on hugging each other keep on embracing each other.

Show happiness that we are being together by closing this deal and signing an agreement this is how you should end you should never end the negotiation, when that will deal has

been closed that you take it as almost you know like say they have to sign it take the book and then walk out no there has to be a very strong humility reflected or represented by you when you are closing, when you are ending?

So, congratulation it is congratulating the team opponent team for signing this agreement congratulating your own team members for signing this agreement or closing the deal is a very very very very superior way of ending the negotiation. Shake hands, you must shake hands before you leave you know shaking hands is what I said that body contact makes a lot of sense, when I was talking about these you know I must have highlighted this particular point, that body contact brings a kind of closeness to the mutual persons and shaking hands is one. I have given an idea how to shake hands you know what kind of different kind of shake hands with it is a very strong shaking hands, with is very soft shaking hand with is a melting shaking and everything whatever it is shake hands and then leave.

Without shaking hands do not leave the room waits for your opportunity. If there is a situation that when you are not comfortably the agreement and you do not agree then I would say exit without closing that is another side of it. When you exit without closing? When you have seen that you have G enter the ED; that means, the exit domain you have now found that if suppose this agreement is you know accepted then you are going to suffer. So, it is basically worst consequences of negotiated agreement.

If you find that you have gone into that zone means you have gone into you know zone of possible discomfort disagreement. If you have gone into that then you are coming into our zone which is not a comfortable one, you have now coming into the exit domain once you have come in to the exit domain then you exit without closing, but even it by friend you are exiting without closing leave the pleasantry behind you exchange hands shake hands exchange, papers exchange, documents exchange, pleasantries and then come out ok.

But always why this is done you always leave a thread alive if you leave a thread alive then what happens is you will find that this particular point will bring you again together even if today it is led to non-closure of the agreement or a full disagreement, but you must leave that is where a life never shut your door on your opponents even if the deal is not closed it is just like an I give an example.

Doorstep salesperson, when he rings the bell and you say that you do not require it he do not want to buy it he does not [vocalized-noise] shut you out from his chart. He keeps you enlisted and then maybe some time later again, he will come to you he knows that you might say again that you do not require it, but the thing is that threat he wants to keep alive it is because of this you know what happens is it is because of this what happens is whenever you go for marketing you leave a card and you also take a card visiting card of the other person this exchanging visiting cards, I will discuss in my next lecture a very interesting idea I have.

But; however, the thing is I will discuss later, but this why this card is being taken it will go into the database. So, that in future again you have an opportunity to meet them ok. So, whenever you are ending a negotiation without success in such cases I would say leave the thread alive. And then when you come back at your home means your office your base in such cases you retrospect the outcome.

Why the negotiation was not successful what are the points they claimed, which we could not accept, what are the demands that they place forward which we did not comply to, what was a rate that they were asking for which we did not agree to, what is the kind of game plan people played both sentences who uttered? What is the sentence is uttered by my own team member in exchange of that in response to that you have a full-fledged respect that respect.

So, ending negotiation does not mean end of the road I say the ending negotiation is that now I am pausing for the next stage of a negotiation. So, always in this particular process do not end absolutely do not just dissociate do not impute the relationship. So, my friend negotiation is a very strong sub skill oriented game then come's a situation, where you are rounding up and the continuity.

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The slide features a blue header with the title "Rounding Up and Continuity". Below the header is a list of six bullet points, each preceded by a small square icon. The points are: "Conclude the Session", "CLOSE the DEAL", "Create Business for Future", "Prepare for the Next Game", "Walk Out at the Earliest", and "Secure Repeat Order Negotiation". The words "Conclude", "CLOSE", "Prepare", and "Secure" are in red, while "Walk Out" and "DEAL" are in purple. To the right of the list is a video frame showing a man in a suit and tie speaking. At the bottom of the slide, there are logos for IIT KHARAGPUR and NPTEL ONLINE CERTIFICATION COURSES.

- Conclude the Session
- CLOSE the DEAL
- Create Business for Future
- Prepare for the Next Game
- Walk Out at the Earliest
- Secure Repeat Order Negotiation

See the thing is when you are ending the negotiation you try to round up the whole situation that does not mean that you will be reading out the whole stuff.

You know basically what I was reading in different kind of a [vocalized-noise] references, that the culture of the country sometime goes against rounding up means some country they believe that whatever has been discussed has been noted down then again it is reread and it is reread for confirmation that have we noted down everything that we agreed, have we noted down everything that we disagreed, have you noted down something which we promised, have you noted down all the dates of delivery, have you noted down the share of payments powered by path everything is then read out once; that means, the whole 2 hours discussions after that 50 minutes of reading out what was what is the final outcome of this and then both of them agree and sign it is concluding the session.

There are some countries who have a culture that if supposing reread as if you are trying to be extra sure, that whatever has been discussed is agreed to they take it very offensively. Which I think is not a very right thing let this be see 2 hours discussion it is humanly impossible to remember every sentence is uttered every sentence uttered by every person at different point of time in sequences or in parallel it is very difficult.

So, ultimately what is the takeaway from this negotiation, that these are the points agreed, these are the points which is a you know excluded from the agreement, these are

the points which are to be adhered to. So, it is a quite life fair thing, but; however, conclude the session close the deal is rounding up must lead to the closing the deal I always say talk about this closing the deal, maybe sometime later in future I will have a full set of lectures on simply deal how to close the deal? How to sell? How to close the deal? I am not elaborating on this now.

I will give you some bit of ideas in my next lecture in marketing, but the thing is a full set of lecture I am planning in future second phase of this particular lecture where I will talk about only how to close ok. So, close the deal so, rounding up by closing the deal. And also create business for future do not leave it just like that create business for future. So, that in later on this can be taken care of you have a thread to come back again for future.

Even if you have closed the deal for today you know try to get it you know give a clue or get a clue in terms of future business an example let me tell you. You have gone as an architect to negotiate with your client your this particular project has been now agreed upon and we signed, you simply say that we are still having more manpower in our office this we are going to take care as per the time schedule and the fees that you have worked out, do you want to assign us any other additional project which my additional manpower which I have or say idle manpower which I have in my office can take care of it.

They will you will find that immediately there may be a chance that the client will say yes yes we have a small project can you take care of it; that means, basically what I have done I have just you know dealt with another business in future. That may not be today that may be 6 months after they may say ok fine this particular project will go on for 2 years yes yes it is a good idea, then we can also work out we have another project in our mind.

And then let us work out in such a manner that after 6 months when you are working on this you put additional manpower and take care of our second project that means you build it. So, that is how you round up you never round up saying ok this deal is closed thank you gentlemen no never say that. So, when you are creating the business for the future basically you are preparing for the next game, because everything every time a contract will call for a negotiation or discussion.

Because, if a negotiation is a culture suspecting that your rates are higher than actual or reasonable then in such case a negotiation is a culture then everybody will quote higher and ultimately negotiate and come to our rate this you have to understand. So, you prepare for the next game. So, negotiation never ends really you have closed this deal by this negotiation you have creative business for the future and now you are preparing for the next game again of all game will start.

In the similar manner the way I have said and this suggestion friend you take it very very seriously. Once the deal is closed negotiation resulted in the positive agreement signed told wet any farther just walk out as early as possible as early I would say instantly of course, I am saying with a little bit of extravagance up the point is the agreement signed immediately shake hands with everybody you know you hug each other ok and then immediately ok. So, goodbye we will see again leave it you know why, you do not know that if you give some extra time hang around there for some time the decision may change agreement sign can also be disapproved or withdrawn, do not give any time once you have left their office there is no chance of that office to take or contrary decisions it may.

So, happen that agreement is signed you are just sitting there for another half an hour to have a cup of coffee and chatting and suddenly the chairman has an idea and he says can you hold on this agreement have you signed it he gets a clue yes it has been signed he said can you hold on for some time I have to look into it. Your entire signatures now it is invalid and that half an hour that you waste is spent with them for pleasantries and you know you know I would say the peers or public relations is now going to be counterproductive.

So, my suggestion friend is is just like sales person once the product is celled push out the buyer from the shop similar here. Once the [vocalized-noise] deal is closed agreement is signed just do not stay there any further just leave with all presently is done. So, walk out at the earliest is my suggestion, when I am saying prepare for the next game you will secure repeat order negotiations; that means, quite often not every time that you are giving you are delivering something you are sometime you are delivering a service.

So, you always secure and repeat order negotiation; that means, for any service that you are giving in the discussion itself you put one line giving a clue or giving a hint for a

repeat order and for that you decide another negotiation date that is how you round up. So, friends up to this what I have said is you start the negotiation; that means, it is a process that has certain sequences and you have to manage that process by yourself.

Now, always you know when you are listening to me it depends that who is listening to me, are you on the givers side or are you on the receiving side, are you a buyer are you a seller my point is true for everybody only thing is you have to put yourself into the shoes of yours and then listen to my point. So, this idea of negotiation is true for everybody everybody. So, what I suggest is that you go through the entire steps I have said ok try to put it in your own domain and try to review that what should be your tasks.

When I am saying you should you should basically whether you are an opponent side or on the you know your side it is true only thing is your focus your perspective changes. So, it is the 2 group when you are on this side then you look from this side all the points that I have said and when you are on the other side you look towards every point from your perspective that is how is going to be the benefit of this particular lecture.

After this in my next set I will discuss very briefly the common mistakes, that is done during negotiation this common mistakes you please take care and see it with that you do not come in ok.

Thank you ah next one [noise]