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BUSINESS NEGOTIATIONS AND EMOTIONAL INTELLIGENCE

Abstract: *the article provides arguments about the importance of the ability to properly negotiate in business life, which are complemented by practical advice for successful negotiations and the achievement of mutually beneficial goals of the parties. The author also explores the issue of emotional behavior during negotiations and discusses strategies for controlling both your emotions and those of your opponent.*

Key words: negotiations, networking, business negotiations, emotions, emotional intelligence.

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БИЗНЕС-ПЕРЕГОВОРЫ И ЭМОЦИОНАЛЬНЫЙ ИНТЕЛЛЕКТ

Аннотация: *в данной статье приводятся аргументы о важности умения правильно вести переговоры в деловой жизни, которые дополняются практическими советами для проведения успешных переговоров и достижения взаимовыгодных целей сторон. Также изучается вопрос эмоционального поведения во время переговоров и рассматриваются стратегии по контролю как ваших эмоций, так и эмоций вашего оппонента.*

Ключевые слова: переговоры, нетворкинг, бизнес-переговоры, деловые переговоры, эмоции, эмоциональный интеллект.

To say the least the ability to find common ground and negotiate is the key to success in virtually any activity. Many people know about IQ. Its high level indicates a more advanced cognitive ability, as well as a better ability to learn and perceive new information. Therefore, it was reasonable to assume that people with a higher IQ would be more successful in work and life in general. But this assumption turned out to be untrue. Success is something more.

The volatility of today's economic environment often requires businesses to make immediate decisions that can have serious repercussions in both immediate revenue and strategic organizational development. And emotional intelligence helps to ensure the effectiveness of interaction between emotional and rational centers of the brain and enables the leader to make informed decisions even in an emotionally stressful situation.

Negotiation is the activity that leads to the effective settlement of differences with the maximum consideration of the interests of each party. Negotiations are not just a way of solving a problem or making a decision, but also being able to find common terms that contribute to the goal of the negotiators.

Unfortunately, most people do not know how to negotiate. They are intolerant of someone else's position, badly listening to others, trying to get their opinions across, and spoil each other's relationships and mood. Therefore, at the stage of discussing the problem, it is advisable to follow certain rules. It is to listen carefully, to try to move from monologue to dialogue, to allow the interlocutor to express his or her thoughts calmly, to present information clearly, to choose ways and means of argumentation depending on the individual characteristics of the interlocutor. In arguing your position, it is advisable to provide digital data, facts, to identify the contradictions, to consider them, to extract conclusions in parts. It is believed that the success of the negotiation process is always associated with a positive outcome for anyone of the parties, regardless of the outcome for the other.

During negotiations, people behave differently and, in preparation for them, try not only to learn the psychology of partners, but also the manner of their behavior. Negotiations must be ethical: honestly, fairly, on an equal footing. From the point of view of ethics, the quality of the negotiators such as trust and honesty can be the guarantor of the agreement reached.

Thus, as a result of several experiments, it has been found that agreements concluded by non-negotiable negotiators were financially less attractive by 12% than those concluded by cold-blooded negotiators [1]. Moreover, experienced negotiators often deliberately make opponents anxious, because troubled opponents are much easier to manipulate.

Profitable deals are often made by people with high emotional intelligence. At the negotiating table, you can often feel anxiety, insecurity, annoyance, or confusion. Therefore, in the competence of the negotiator, one of the main points is tracking and managing negative emotions [5].

Despite the conclusions of science, many continue to believe that anger (or its manifestation) helps to gain an advantage. Thus, the experiments conducted show that more than half of the negotiators, who were given the opportunity to choose either anger or indifference during the negotiations, chose anger, believing that this is how they will be able to achieve the goal [1]. Sometimes anger can actually contribute to better outcomes ("one-time deals") but building long-term relationships between the parties demonstrate anger as much as destroys sympathy and trust between the parties.

Joy and excitement do not leave without impact on the negotiations. A joke increases the likelihood of financial bargaining at the negotiations [3]. Meanwhile, the negotiated party should not openly triumph when the other party is "collecting papers" and should exercise tact.

The best negotiators make very lucrative deals, but they can convince their opponents that they have achieved stunning results, even if they are not. In turn, the danger of excitement during negotiations is that it can cause the

negotiator extra confidence and provoke to follow an objectively unprofitable course.

As a whole, the negotiator needs almost all the skills a poker player needs: the ability to focus on the main, the imagination to see alternatives, and the ability to evaluate new opportunities and options, understand people well, understand others' interests, and bluff when needed.

It is important to learn how to manage our emotions - those we feel, and especially - those we express. This is an extremely difficult task because managing every emotion that emerges during the negotiations and at the same time thinking about how to take into account the interests of all parties is almost the same as riding a bicycle while juggling and talking on the phone.

Negotiation is a process of interaction of at least two parties, so it is necessary to manage not only your emotions but also to control the emotions of your opponent. How to do it? In the practice of negotiation, there are two main strategies for this:

1. Watch. The ability to understand the emotions of others is a crucial element of emotional intelligence, and it is in the negotiations that determine their outcome. It is necessary to carefully monitor the facial expressions and gestures of the opponent, his intonations, the words he chooses. And if the verbal and non-verbal signals do not match, ask questions [4].

2. Do not be afraid to directly influence the emotions of the negotiating partner. And in this case, it is not about manipulation. For example, if your opponent is agitated or angry, you should joke or cheer him up, thereby changing the tone of the conversation [1].

Thus, to become a skilled negotiator, you need to carefully analyze what you feel before, during, and after the negotiations. You need to understand what emotions you usually feel at the negotiating table and understand how the other side perceives some of your feelings. It should not be understood as having to respond to every emotion you have experienced or experienced, as well as every

emotion of your opponent. It is important to concentrate on what exactly caused the emotion of you and your opponent. For this, it is important to always remember the basic needs that give rise to one or another emotion during negotiations and to have your own emotional negotiation strategy.

In many ways, the result of business communication depends on the interests of the parties and understanding of the situation. It is important to always try to reach an agreement between the parties. Therefore, do not neglect the preparation for negotiations. As a rule, people with high emotional intelligence are more likely to make profitable agreements than other negotiators. They learned to be confident people who are not afraid to bargain with partners and try to find a compromise even in a difficult situation.

Использованные источники:

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