

# ARGUMENT, DETERMINING FACTOR IN TRADE NEGOTIATIONS

**Gheorghe BĂȘANU**

The Bucharest Academy of Economic Studies, Romania

**Șerban Alexandru ȚĂRANU**

Hyperion University, Bucharest, Romania

## **ABSTRACT**

*The paper presents pragmatic guidance on current trends, the argument is a set of techniques that highlight the benefits they offer is a negotiator for the needs of others.*

*The study focuses on rational arguments, by evidence and demonstration and practice of negotiations develop, characterized by a constant interaction of the elements which contribute to the possibilities offered to both partners. It stresses that the success of negotiations is determined by the negotiator's ability to define the steps, strategies, plan and ways of reasoning argument.*

*Given that negotiations can occur during many different points of view, the paper presents techniques of counter-arguments and factors that may influence the success during the argument.*

*The study highlights the fact that a negotiator can control the power dynamics of a negotiation of power through the use of traditional elements such as control of resources, time or information.*

## **General**

Argument is a speech composed of words, concepts, ideas and judgments. Its role is to highlight the benefits they offer is a negotiator for the needs of others. Demand means needs, motivations and expectations. Convincing argument on the mental level. It makes all the more solid the more honest, more realistic.

Argument, is in fact a chain of responses during the debate, which does not exclude its importance in the dialogue.

In negotiations on the business, sales, advertising, politics, justified, as in everyday life, speech is far less compelling rational and logical, focusing particularly on the rhetoric.

Rethorike Aristotle in his book develops a universal model of argument and persuasion. According to him, the speech acts on three different relative levels of human personality:

- Pathosul - the component of "warm" human being, with its inevitable laden subjective, affective, emotional and instinctual. Type argument is the kind of approach emotional pathos, pathetic. Call feelings sometimes, excitement and

emotions, and sometimes the charisma and empathy. Pathosul argument has value when the disturbing emotions and feelings, latent energies and influences disturbing concentration, attention and memory.

- Logos - the component of "cold" human being, its inclination to a cerebral approach, rational, logical, objective. Type logos type argument is a logical approach that puts emphasis on rationality, causality, induction, analysis and abstract thinking. It is designed thinking cold, cerebral component party. If it comes down to what is strictly necessary, the simplicity, clarity and precision, easy convincing speech at the theoretical logic, scientific abstract.

- Ethos - the moral conduct, cultural values acquired through education, traditions, beliefs and habits become the norm, make up the structure ethos. Arguments to convince the party ethos committed moral conscience: Christian ethics, Samaritan spirit, fairness, patriotism etc. The pragmatic argument is the type most common approach. He argued effective means to operate simultaneously with the logos, and ethos pathosul negotiating partner. No scientific logic, no sentimentality and no appeal to morality is not sufficient, alone and independent of each other. Strong arguments have something from all three human dimensions.

Broadly speaking, argumentation theory deals, in part logical and rhetorical study of persuasive speech and communication skills to obtain acceptance and consent of the partner.

The basic rules of argumentation and persuasion.

The best alternative to negotiation (CMBAN). This rule has an increasing importance that is determined before the start of negotiations. CMBAN means of clearly identifying the "best alternative" for the failure of negotiations.

CMBAN is the best thing that remains to be done if the partner is not willing to reach an accord, the best solution we can use if there is a better agreement with a partner.

CMBAN will be heading to withdraw from the negotiating position of break. We will negotiate only as long as supply remains below CMBAN partner. Below CMBAN, negotiated agreement would be damaging because the alternative is better.

Customer needs. The argument starts with the most important customer need and focus on it. Discovering customer needs and problems is the serious task of negotiator or seller. Without information that is difficult to ensure knowledge of the issues offer viable solutions and convincing arguments. Good negotiator begins with a maximum effort to focus on customer needs, start with open questions.

Customer benefits. In the absence of personal and professional belief that the customer has won this business, the ability of reasoning and persuasion remains derisory. We can negotiate with partners who do not obtain convincing advantages to us. We get what we want from them with a condition that they obtain from us what they want. Therefore, the first step in building the argument is to develop wise List of customer benefits. A bargain in terms of benefits is the most efficient way to persuade. Elite negotiators think, speak and write in terms of benefits.

Persuasion and repetition. Throughout the negotiations, we must keep a professional belief that the partner has not yet realized all the advantages, even if we have already explained, it is better to repeat especially the important ones. This conviction will make persuasive negotiator, you will encourage them to remember and to remind at least some if not all benefits. Repetition benefits sometimes causes irritation, but leads to overprint their client passive memory. The effect is similar to that of two billboards that are repeated on the road - more often if there are more convincing.

Customizing communication. Arguments tailored client, taking into account its own style and sensibilities, are most convincing. Customers can not be approached with the same type of discourse become cliché. Have different sensitivities, education, income, different hobbies, etc.. To properly assess the client's personality is a way for you to influence behavior and provide the desired direction. The image itself can be evaluated by lifestyle, environment, hobbies, reference group, social class and professional guild in which it occurs. Any information of this kind is important because self-image and lifestyle of the customer to be taken as such.

Positive behaviors. Influencing customer decision is possible through positive attitudes and behaviors. Attitude influences negotiator credibility arguments, at emotional. e.g. positive behaviors such as optimism, patience, clear speech, negative behavior, pessimism, cynicism, arrogance, vulgarity, positive words, beauty, life, value, quality tragic words, illness, failure, debt, doubt, duty, etc.

Multiple choice, limited choice. Normally, the time negotiator prepares and presents several solutions to solve customer problems and several variants of his argument for a solution. After exhausting an argument to propose any solutions or both. In sales there is a "rule of the limitation of choice" which recommends no more, nor more than three variants simultaneously. Like any rule, admit exceptions, but experience shows that once the bid has three options gives the best results.

False alternative. This rule derives from the previous refusals and promotes avoiding premature. Example: It offers two variants, the specific hours to force the trust, but any of them is a false alternative to refuse the appointment. False problem is "when" and not "if." If the customer accepts one of the variants, the short ends with: "Good. I noted on Tuesday morning will be with you. Goodbye".

Removing objection. Welcoming complaints is a difficult negotiator and salesman sample. However, most times, the complaint is a sign that negotiation is the right direction. Objections are subtle indications of its intention to reach agreement, to buy or sell. There are signs that the negotiation or sale is not lost.

To meet objections and refusals premature, are useful both patience and spontaneity negotiator. Spontaneity is often obtained with a pool of replicas prepared in advance.

Greeting the customer complaint can be tested by three steps technique. Pass on the client, showing sympathy for his point of view, the complaint reads to make it a positive argument.

Sensory involvement. The argument becomes convincing when we see, taste, touch and smell.

Sensory involvement of the customer and financial support of the argument is concrete examples, samples, sample, samples, testimonials, graphs, drawings, demonstrations perceptible by taste, hearing, sight, touch, smell.

Reasoning process - strategy and plan stages arguments.

Work carried out in order to convince your partner can be achieved through a judicious argument, through samples and demonstrations.

Sources argumentation in economic affairs are: product design, aesthetics, packaging and presentation technology, manufacturing, distribution, price, credit and other terms of sales, economic, technical, compared with competing products.

Strategy must be well-constructed argument from a logical standpoint, but also to target emotional state of the partner, to awaken and maintain attention to the product offered to help him to discover and clarify requirements, to persuade him that the offer is a possible solution to solve his problem.

Stages consist of rule arguments, the delimitation of the party approach the optimal timing to initiate dialogue partner in identifying the purpose and object of knowledge argument, in reviewing their knowledge of their partner, to integrate them into the composition and behavior during arguments in the possibilities and limits in terms of compromises partner can do.

The argument specifies the steps objections, accepting or rejecting it and adopting a new argument to facilitate the transaction.

Argumentation plan must contain information necessary for proper understanding of the problem and to present arguments in accessible language, in a polite and logical way to present the advantages of supply and to limit their arguments to a minimum.

The plan must provide solutions argument, comparing the product with competitors' products, the rejection of objections partner awoke without hostility.

Ways of reasoning.

The modalities of argument can be affectionate nature, have the ability to feel, to live event described by the partner, when the focus is on logic synthesis capacity, and combined analysis of party it is necessary to generate interest in all partner cases must be based on specific arguments.

Golden rule argument is not to assume that your partner knows everything from beginning to gain from the transaction.

Wrong ways of reasoning is based on prejudice, ignorance of the counterparty to all details discussed, generalizations based on the argument inconsistent with the facts, the argument which attacks the partner with his ideas.

The success of the argument - influencing factors.

An important factor of success is the argument maintaining attention partner awake through the use of short sentences and precise rhythm by changing voice, each idea by specifying a separate scoring, the return on some issues have not been understood.

Another factor is the participation that involves partner to partner can manipulate or use the product, given that only remembers part of what he saw and used.

The determining factor in achieving success is to start arguments desire to buy, partner in bringing the situation to understand that it is useful product by taking small decisions that lead to the final decision.

Technical counter – arguments.

Point of view is defended indirectly by rejecting their partner's arguments, criticizing premises and procedures by which they reached a certain conclusion.

Technical counter - arguments in negotiation takes into account the analysis and the arguments pretender their support, build their own arguments by using data and new items, check for understanding by the partner - the arguments presented, investigating the structure of arguments and detecting weaknesses and communication counter - arguments and emphasize their effect.

Most negotiations involve a degree of threat or exercise of power in trying to change behavior or position of the other party. To be successful, the threat must be credible. The negotiator must be made by the opponent to believe that threat.

Some techniques to be used at the negotiating table, will rely on the common good rather than personal advantage, to choose the base to negotiate and to highlight possible winnings or losses.

The content is useful negotiators work to develop the ability to develop ideas and solutions in solving problems and making decisions during the course of negotiation.

### **Bibliographical notes**

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