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Negotiation can be defined as a process by which two parties interact to resolve conflict. Negotiation is a process by which two or more individuals or groups having both common and conflicting goals state and discuss proposals for the specific terms of a possible agreement. A prospective employee may negotiate with his employer over his salary, a consumer may negotiate the price of the product with the salesman, and the management may negotiate with workers union over work-related issues.

The Corp: The common corp is a victim, He fears to be hurt and would flee any potential danger, even if it mean sacrificing every thing, often the Corp has live some Dramatical events, and feel Trapped in the Defeat. Corps prefer the status quo and avoid any change to reduce the risk of suffering.

Their constant fear of adversity prevents them from coming out from the shadows and taking a stand, they rarely voice their opinions and often take t Back seat or stay out of the game. Corps Believe that they live in a world of scarcity, when confronted with change, their Behavior is Best describes with a get out and give-in play.

The Shark: is a ferocious predator, no surprise here! shark have no remorse, when it come to winning at any expense, and they make no distinction, For the shark anything and everyone is a threat of competition, they Believe they live in a world of scarcity and limitations, they are intolerant, impulsive and always ready to attack: "For me to win, you have to lose" it is the opposite of a win-win approach, shark have several strategie

to achieve a personal win, because winning is the only acceptable, whatever the cost; cheat, create panic and confusion, never admit to their faults, distort reality. Egocentric and narcissistic, they accept only their own judgement, For sharks the ideas and solutions suggested by others don't deserve any attention.

The Dolphin: Unlike carps and sharks who believe they live in a world of scarcity, the Dolphin believes in abundance, while Dolphins admit they might be short of resources, they choose not to live in fear of it, they are inventive, playful and intelligent, they believe in cooperation and can easily adapt to any changing situation to make the best use of the available resources and find elegant solutions that would combine precision and simplicity, Dolphins thrive in tougher environments, using their flexibility and adaptability to achieve more with less. The Dolphin wouldn't apply blindly laws and principles, but rather advocate strategies that work.

A Master of creativity and adaptability, the Dolphin will sometimes behave as a carp, sometimes as a shark, depending on the situation, The Dolphin works towards a specific goal, knowing all the facts, hoping to achieve improvement, innovation and evolution by pushing the limits, towards a world where everyone is a winner.

Shark strategy: wild, aggressive, dangerous, smart, fast, selfish, powerful, offensive, trouble-seeker, dominant.

→ win-lose strategy: get everything and let nothing for others.

Carp strategy: quiet, calm, peaceful, pacific, trouble woider, defensive.

Dolphin strategy: smart, fast, powerful, congenative and collaborative, sharing, generous.

Dolphin (win-win): Their behavior is not predictable, they change their actions after having evaluated the situation, usually they will go for a win-win outcome, but can deliberately choose for a lose-win strategy, dolphins like to win, but they don't need for you to lose unless you insist on it, they believe in potential scarcity and potential abundance, they have a much higher intelligence than sharks and carps, and have the ability to learn from their experiences

Shark (win-lose) They follow a scarcity model - all there is needs to be ^{taken} ; there must be winners and losers. they want to be the winner, regardless of the costs.

→ when in conflict: One bad move, and you'll be eaten, shark will eat virtually everything, including their own kind

Carp (lose-win): They also follow a scarcity model, but they believe they can't win, they will swim away quickly instead of dealing with the conflict

→ when in conflict: carp will either give in or give out, carp tend to gather together until shark arrive and eat them.

→ when in conflict: Dolphin: successfully adapts to any situation they encounter, they shouldn't stay among the carps, have to be careful, not to bleed (even when bitten), and use intelligent strategies to defeat the sharks