

摘 要

谈判技巧在商务谈判过程中有着毋庸置疑的影响力，随着时代的不断发展，各个国家之间的交往也越来越频繁，各个行业之间彼此合作的机会也大幅增加，在彼此合作的过程中难免会遇到分歧以及需要当面协商的问题，这时双方就需要通过谈判来解决问题。本文主要分析了影响商务谈判效果的三个方面，包括它们各自的特性以及在谈判的不同阶段所能发挥的主要作用，目的是帮助谈判者在谈判过程中能够始终保持良好的状态，并且更加迅速有效的达成谈判目的。

本文主要研究了仪容仪表，双语能力以及肢体语言这三个方面对商务谈判效果的影响。其中，在谈判的开局阶段，仪容仪表便会发挥重要作用，端正的仪容仪表会给对方留下良好的第一印象，使己方拥有良好的开始。在谈判的讨论阶段，扎实的双语能力也会使整个谈判过程顺畅进行，正确快速地接受对方所传达的信息以及清晰有效地表达己方的意图都会使谈判者处于有利地位。肢体语言的运用同样非常关键，可以说贯穿于整个谈判过程中，尤其在关键时刻，肢体语言将会比任何语言都更加有力。在谈判终局阶段，强有力的肢体语言将会充分表达谈判者的意志，帮助谈判者取得成功。掌握这三方面各自的使用时机并在谈判过程中加以运用，一定会使双方谈判顺利以及促进双方进一步合作。

关键词：商务谈判；谈判技巧；谈判过程

ABSTRACT

Negotiation skills have undoubted influence in the process of business negotiation. With the continuous development of The Times, the exchanges between countries are becoming more and more frequent, and the opportunities for cooperation between various industries are also greatly increased. In the process of cooperation, it is inevitable to encounter differences and problems that need to be negotiated face-to-face, and then the two sides need to solve the problems through negotiation. This paper mainly analyzes the three aspects that affect the effect of business negotiation, including their respective characteristics and the main roles they can play in different stages of negotiation, with the purpose of helping negotiators to always maintain a good state in the process of negotiation, and achieve the purpose of negotiation more quickly and effectively.

This paper mainly studies the influence of appearance, bilingualism and body language on the effect of business negotiation. Among them, in the opening stage of negotiations, appearance will play an important role, good appearance will leave a good first impression on the other side, so that the side has a good start. At the discussion stage of a negotiation, solid bilingualism will also facilitate the smooth flow of the entire negotiation process. The negotiator will be in a good position to receive the information conveyed by the other side correctly and quickly, and express his intention clearly and effectively. The use of body language is also very important, it can be said throughout the negotiation process, especially at key moments, body language will be more powerful than any other language. At the end of the negotiation, strong body language will fully express the will of the negotiator and help the negotiator succeed. Mastering the timing of the use of these three aspects and applying them in the negotiation process will certainly make the negotiation between the two sides go smoothly and promote the further cooperation between the two sides.

Key words: Business negotiation; Negotiation skills; Negotiation process

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Chapter One Introduction

In the era of peace and development, countries at all levels are exchanging and learning from each other. International trade is becoming more and more frequent. In order to achieve better cooperation, both sides will understand and elaborate each other's views through business negotiations. With the development of economic globalization, the current trade activities are more and more extensive and active, and the application of business English in negotiations is more and more frequent. *“to better promote economic development and social benefits, we must have rich negotiation skills and experience, to deal with various negotiation deadlock.”* [1]78-79

“In the process of international trade negotiation, both sides of trade usually communicate in English. In order to achieve the expected negotiation results, it is necessary to pay attention to certain skills when using English.” [2]227-228

In order to improve the success rate of business negotiations, This paper is intended to help students who have not participated in business negotiations and have not systematically studied the knowledge of business negotiations to provide some theoretical reference, to make up for their lack of experience in business negotiations caused by the blank. Through this paper, we can firstly enhance the understanding of both sides of the negotiation, and secondly balance the interests of both sides of the negotiation. A successful negotiation can often bring mutual benefit to both sides of the negotiation. At the same time, it can also restrain both sides of the negotiation to fulfill their obligations. Finally, it is to develop and expand the business cooperation areas of both parties, pay attention to the long-term interests of the two sides of the transaction, and explore new business cooperation areas of both sides. At the same time, domestic and foreign researchers have also carried out studies on business negotiation. They mostly from the perspective of both sides of the negotiation and the international, fully studied the problems that may occur in the process of negotiation and solutions, and studied the inner world of negotiators. At the same time, psychological theories were integrated to provide more detailed insights for the negotiation theory. There are so many different people to negotiate with in business that we cannot have the same attitude toward all negotiations. We need to decide the attitude to be adopted during the negotiation according to the importance of the target and the outcome of the negotiation.

If the object of negotiation is very important to the enterprise, such as long-term cooperation with large customers, and the content and results of this negotiation is not very

important to the company, then you can negotiate with the mindset of concessions, that is, in the enterprise without too much loss and impact to meet the other party, so that the future cooperation will be more powerful.

If the object of negotiation is very important to the enterprise, and the results of the negotiations are equally important to the enterprise, then hold a friendly cooperation mentality, as far as possible to achieve a win-win situation, the contradictions between the two sides to a third party, such as the division of the market area contradictions, then you can suggest that both sides together or assist each other to develop new markets, expand the regional area, the negotiation of the rivalry into hand in hand competition.

If the object of negotiation is not important to the enterprise, the results of the negotiation is also insignificant to the enterprise, optional, then you can easily on the battlefield, do not put too much energy consumed in such negotiations, or even cancel such negotiations.

If the negotiation object is not important to the enterprise, but the negotiation result is very important to the enterprise, then participate in the negotiation with an active competitive attitude, without considering the negotiation opponent, and completely oriented to the best negotiation result. Let's take a look at these three techniques.

Chapter Two An Overview of Three Aspects

2.1 Grooming and Appearance

Grooming is particularly critical and important on any occasion, especially in formal occasions such as business negotiations. In most cases, both parties meet each other for the first time. A clean and competent grooming will make the other side feel that they attach importance to the negotiation, and the other side will naturally attach importance to the following negotiation. At the same time, creating a good first impression through your appearance will have a positive impact on subsequent negotiations and future cooperation.

The basic elements of grooming beauty are beauty, hair and skin, and the main requirements are neat and clean. A good appearance must make people feel that the features are in harmony with each other and full of expression; The hair style makes him handsome and radiant; Skin fitness makes it full of vitality of life, giving a person with a healthy natural, bright harmony, rich personality deep impression. But everyone's appearance is born, how the appearance is not crucial, the key is the heart. Psychologically speaking, everyone should accept themselves and others. First of all, it requires natural beauty. It refers to the appearance of the congenital condition is good, born beauty. Although it is not reasonable to look at people, but congenital beautiful appearance, no doubt will be pleasing to the eye, feel happy. Secondly, it is required to modify the beauty. It refers to in accordance with the norms and personal conditions, the implementation of the necessary grooming, promote its long, avoid its short, design, shape a good personal image, in interpersonal communication as far as possible to make themselves appear prepared, self-esteem. Finally, it is to ask for inner beauty. It means that through hard study, constantly improve the individual's cultural and artistic quality and ideological and moral standards, cultivate their own elegant temperament and beautiful soul, so that they are inside and outside the same. Solid bilingualism, based on good appearance, will make the negotiation more manageable.

2.2 Bilingualism

In the process of international business negotiations, the ability to switch between Chinese and English is essential. We need to clarify the information that the other side wants to convey, and convey our views accurately to the other side, so as to ensure the smooth progress of negotiations. In this process, we can show our ability to the other side and have a relatively clear

cognition of the other side's ability. Based on this condition, we can consider the next strategy and ensure a favorable position.

Knowing more than one language is great for your developing brain. Young people who are bilingual not only perform better in the workplace, but are also more likely to show empathy and be better problem solvers, research suggests. While all the research supports bilingual teaching at an early age, only recently have scholars begun to appreciate the implications of bilingualism for adult careers. Bilinguals tend to score higher on tests, have better problem-solving skills and sharper mental awareness, and have access to more diverse social networks. Body language that is well-coordinated during a conversation can also be helpful.

2.3 Body Language

In some cases, body language can be more powerful than words, and specific words can make your thoughts clear. This technique can be used throughout the negotiation. However, the use of body language must be combined with the timing and situation of the negotiation. Inappropriate body language will not only embarrass oneself, but also put oneself in a disadvantageous position and have a negative impact on the negotiation.

Body language, also known as body language, refers to the various movements of the body, so as to replace the language in order to achieve the purpose of expressive communication. In a broad sense, body language includes the aforementioned facial expressions; In a narrow sense, body language only includes the meaning expressed by the body and limbs. When it comes to the physical expression of emotions, we naturally think of a lot of the meanings of conventional movements. Things like clapping your hands for excitement, stamping your feet for anger, rubbing your hands together for anxiety, dropping your head for frustration, showering your hands for frustration, and beating your chest for pain. The parties express their emotions through such physical activities, and others can also recognize the state of mind expressed by the parties with their bodies. Now that you have a general understanding of these three techniques, let's talk about their impact on the negotiation process.

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