

5 keys to strategic negotiation



Tec Aguascalientes professor Rodolfo Lazalde explains why knowing how to say “no” and anticipating scenarios could determine the course of a negotiation.

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What lies behind a negotiation between two parties? Reaching an agreement in the business world goes beyond simply defining what you want to achieve.

This is noted by Rodolfo Lazalde, a professor at **Tecnológico de Monterrey’s Aguascalientes campus**, who has **more than 22 years of professional experience** in the business sector.

According to the specialist, **effective negotiation does not always mean closing a deal**: *“Sometimes the best decision is not to make a decision and to end the session without an agreement, rather than accepting something that would harm the organization,”* he explained.

Lazalde teaches a course on negotiation for developing strategic partnerships at the campus and shared **five key strategies for confidently approaching any negotiation.**

Rodolfo Lazalde explains the elements involved in a negotiation. | Photo: Magnific



1. Prepare your strategy before speaking

The instructor mentioned that entering a meeting **without knowledge of the market, the other party's culture, or one's own limits** would place anybody at an immediate disadvantage.

***"Preparation is everything;** if you don't arrive well-prepared, the other party will have the advantage,"* he warned.

Researching **the other party's value structure and language** helps determine **their strengths** and actual power before the first meeting.

"Sometimes the best decision is not to make a decision and to end the session without an agreement, rather than accepting something that would harm the organization."

2. Keep a cool head during tense moments

Lazalde said that **self-control and empathy are decisive** when numerical discrepancies or differences in information arise.

He emphasized that rushing to close the deal or **reacting defensively can hinder the building of lasting business relationships.**

The professor highlighted the importance of self-control and empathy during negotiation. | Photo: Magnific



3. Adapting tools to the digital world

The professor **recommended conducting 80% of conversations via virtual platforms**, as written follow-up prevents misunderstandings.

He also suggests sending a preliminary introduction with the agenda and, at the end of the session, **drafting minutes that include commitments, those responsible for them, and deadlines.**

“Preparation is everything; if you don’t arrive well-prepared, the other party will have the advantage.”

4. Avoid pressuring the other party

Constantly pressuring the other party, Lazalde noted, produces a negative effect and **can end up blocking communication between the parties.**

Furthermore, he mentioned that **knowing when to stop persisting demonstrates respect** for others' time and keeps the door open for future opportunities.

He recommended considering the other party's time during negotiation. |

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5. Build a list of reactions

To overcome the fear of conflict, Lazalde advises **mapping out** the other party's **possible responses to each proposal in advance**.

*"Conflicts lead us to new opportunities. If you have an list of possibilities ready, **you'll know which direction to take without losing confidence**,"* he concluded.

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