

**NONVERBAL COMMUNICATION IN THE CONTEXT OF CONDUCTING
BUSINESS NEGOTIATIONS**

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Abstract: The article describes one of the most important forms of communication that makes you understand your business partners at negotiations better than words pronounced by them. Good negotiators are always sensitive to the emotions. We speak about nonverbal communication.

Key words: nonverbal communication, cue, negotiations, business, observation, gesture, facial expression, information, visual, audial, kinesthetic.

**НЕВЕРБАЛЬНОЕ ОБЩЕНИЕ В КОНТЕКСТЕ ВЕДЕНИЯ ДЕЛОВЫХ
ПЕРЕГОВОРОВ**

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Аннотация: В статье описывается одна из важнейших форм общения, которая позволяет понять деловых партнеров на переговорах лучше, чем произнесенные ими слова. Хорошие переговорщики всегда восприимчивы к эмоциям. Речь идет о невербальном общении.

Ключевые слова: невербальное общение, сигнал, переговоры, дело, наблюдение, жест, выражение лица, информация, визуальный, аудиальный, кинестетический.

We should notice that communication can be considered as one of the most important and basic needs of human beings. It can be defined as exchange of information between entities. (Khan, 2001)

And if we speak about business negotiations it is a special type of business communication that is conducted according to the certain rules and follows these laws. The main objective of the negotiations is to reach a mutually acceptable solution, avoiding conflict.

But in the basis of any business negotiations there is cooperation and communication. Thus it is very important for every negotiator to be able to interpret the all received information in a right way. And every second we can get a lot of information, but most of which and more valuable of that received not at all from the words.

Numerous scientific researches in the sphere of human psychology show: words have just 7% of information. We get 38% of information by means of voice and 55% by means of body and facial expression. It means to understand a business

partner in a right way it is essential for a negotiator to have such a quality as observation. The observer position opens for a businessman access to important information about his/her business partner, success or failure of the deal, and even prospects of the future actions.

Psychologists state when you just begin to look after people, you seem to have found a huge layer of information. And their researches show most people are predictable and constant, even if we take gestures, facial expression. And you can use this information to achieve a mutually acceptable solution.

Observation is a perfect quality, it helps you to avoid many mistakes at business negotiations, and if you're just unobservant, you won't make a dialogue in a right form with your business partner, you need to have contacts. In such situation it's very important to feel a person, and the first step is not only to listen to the words, he is saying, but at the same time to look after how he is speaking and answer for yourself the question "Why is he saying that?"

Numerous scientific researches in the sphere of human psychology point out all people can be divided into 3 groups according to the knowledge about perception channels of surroundings.

Visual - concerning visual perception.

Usually these people use such words as: I see, brightly, clearly, clear, vaguely, brilliantly, to depict, to outline, to plan, picture, view, limits, perspective, opinion etc.

For these people visual form of information perception is important. To make your cooperation with them more effective you should use visual words in your speech.

- I see your prospects very dimly.
- I'd like to clear up the picture for you.
- Let's see from other side.

Draw pictures by your words. Let your partner create a colourful image in his mind.

Having heard as a person describes, what words he uses you can understand who is this person, it's important for him to imagine. Sometimes the person jumps up, begins to draw something on the board. And you understand that you need to answer exactly in the same way – to stand up and also to draw square boxes. Certainly there is a computer, there are presentations – but sometimes it can really happen: "Let's draw square boxes". When you take a sheet of paper and there draw the scheme: who, how, when and what he is doing, and then many things take their places.

Another group of people discuss the information by themselves thoroughly. In their speech there are a lot of audial words.

Audial – concerning acoustic perception.

Audio words: consonant, ringing, loudly, quietly, in one voice, to listen to, to speak, to sound, noise, music etc. At business negotiations you can hear:

- Listen, it's absolutely an empty phrase for me. I've heard it thousand times. That's why let's speak more concrete.

- Ok! I am ready to inform you about everything you want to hear. I am sure your intuition will suggest you a right decision.

At last there are people who trust more their body sensations than sight or hearing. To make decision they need to become stronger in their feelings. You can urge or support them if you use kinesthetic words from their lexicon.

Kinesthetic – concerning sensations of body and motion.

Kinesthetic words: hard, easy, warm, cold, strong, to catch, to hold, to relax, to get burned, to feel, comfort, difficulty, relief etc.

- I don't feel there is something to catch. Everything is so changeable and unsteady.

- But let's hold this variant. Don't you feel there is something attractive? I really feel that is exactly what you need.

Psychologists are sure when you listen to your interlocutor very attentively and single out from his/her speech signal words you begin to understand who is before you: audial, visual, kinesthetic? Frequent usage of preferred perception system by the person lets establish his/her trustful relations to you, influence the decision in your favour when you have business talks.

Certainly there are other important cues of nonverbal communication. But the main thing is taking into account such phenomenon as nonverbal communication helps to understand each other more frequently than brings to misunderstanding. Facial expression and gestures of people very often show very clear their attitude to you as a professional. And if you take into account your own knowledge about cues of nonverbal communication and compare all these actions in the moment of communication, you can make definite decisions for yourself very clear, if this person needs you to have a contract with or he doesn't need.

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