



Strategy In Business Negotiations: Problems In Forming Uzbek Business Rhetoric

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ABSTRACT

This study was aimed to investigate the strategy and dominant factors of Business Rhetoric. Rhetoric is about the ability to think quickly and correctly and act as efficiently as possible in any dispute, not succumbing to the influence of others, the ability to prove one's point of view and destroy the opponent's argumentation, to be resourceful is the most important quality of any successful negotiator. This skill can and should be trained. Of course, it is good to be a wise negotiator who exists in a harmonious world both outside and inside yourself. But to achieve such enlightenment is not easy, for this you need to live a long life, learn to understand what and why is happening in it in this way, and not otherwise. And a modern businessman simply does not have the time and desire for this. His life is devoted to the main goal - to develop business, to get maximum profit and to increase the accumulated skill and try to conquer more hills. Hence businessmen should foster their knowledge with professional skills and techniques to achieve more. In our article we want to give tips and recommendations for Uzbek business developers in order to succeed in front of public.

KEYWORDS

Business speech, business negotiations, business strategy, business meetings, success factors

INTRODUCTION

The focus of modern rhetorical practice is the speaker himself. He sets goals and charts

paths. It depends on how effective speech interaction will be. The pragmatism and

relevance of business rhetoric lies in the fact that, in contrast to the classical subject, it has shifted its focus from the text to technologies of speech behavior. Of course, what you say is important, but just as important - how. The training is based on the training of the so-called external and internal techniques. The former include voice, gestures and facial expressions, and the latter - attention, muscle freedom, volitional message, attitude, speech thinking. Thanks to the training of his technical capabilities, a person acquires the necessary naturalness in any communication situations. Technology gives freedom. It's kind of a basic element, but the craftsmanship comes from the details. Each in speech behavior is unique. And we can imagine that our individual style is the addition of hundreds of pieces of glass in a kaleidoscope into a unique figure. The glass itself remains glass. Likewise, speech qualities create an individual style, combining in an original way with each other, but at the same time remaining known to all speech qualities.

Most of us may have never heard of such a thing. We are used to speaking in the way given to us by nature. Someone does it better, someone worse. But speech is a high-tech process, elements of which can be improved. And in the same way that athletes train the body, everyone is able to exercise their speech skills.

Business rhetoric not only provides basic training in the form of a sum of methods used in speech behavior, but also offers to study the basic forms of business communication in which speech plays a key role. For example, in the negotiation process the study of the psychology of negotiators is complemented by the study of their speech behavior. How often it is difficult to find mutual understanding because of tactical errors in

speech communication! The success of the negotiation process depends on many components, including the ability to find a general tone of sound, to create a favorable intonation pattern. Any speech interaction is a struggle, a clash of intonations. We convince each other not only with arguments, but also with the music of words. A harsh, exaggerated tone with slightly nervous twitching of the ends of phrases and fussy gestures on the one hand, and a calm, slow, slightly monotonous hum of responses on the other.

The strategy of working with partners in negotiations includes the search for a common sound. When it is found, the element of struggle disappears and cooperation begins. Technologies of verbal behavior are studied by business rhetoric as applied to various forms of communication: by phone, in sales and direct interaction with a client, at presentations and other public events. All business life is permeated with speech communications, which suggests that a new direction in rhetorical education is promising. You need fast tools, effective strategies and operational tactics. Dear reader, do you know what a strategy is? Can you define or say why you need it? How many books were written by various business gurus about the strategy, how much money flowed into the pockets of consultants who developed this mysterious STRATEGY for their clients, forgetting to tell them what it was. Thinking? Don't rack your brains, let's sort it out together. So, a negotiating strategy is ... A strategy (translated from Greek - "the art of a commander") is a general, not detailed plan for negotiations, a set of measures aimed at achieving the goal of negotiations, subordinated to the key idea that answers the question "how?".

The main objective of the strategy is the efficient use of the pool of resources. Tactics serve as a tool for implementing the strategy and are subordinated to its main goal. The

task of tactics is to take over the control of the negotiation process, to solve the narrow task "here and now".

The strategy consists of a number of elements:

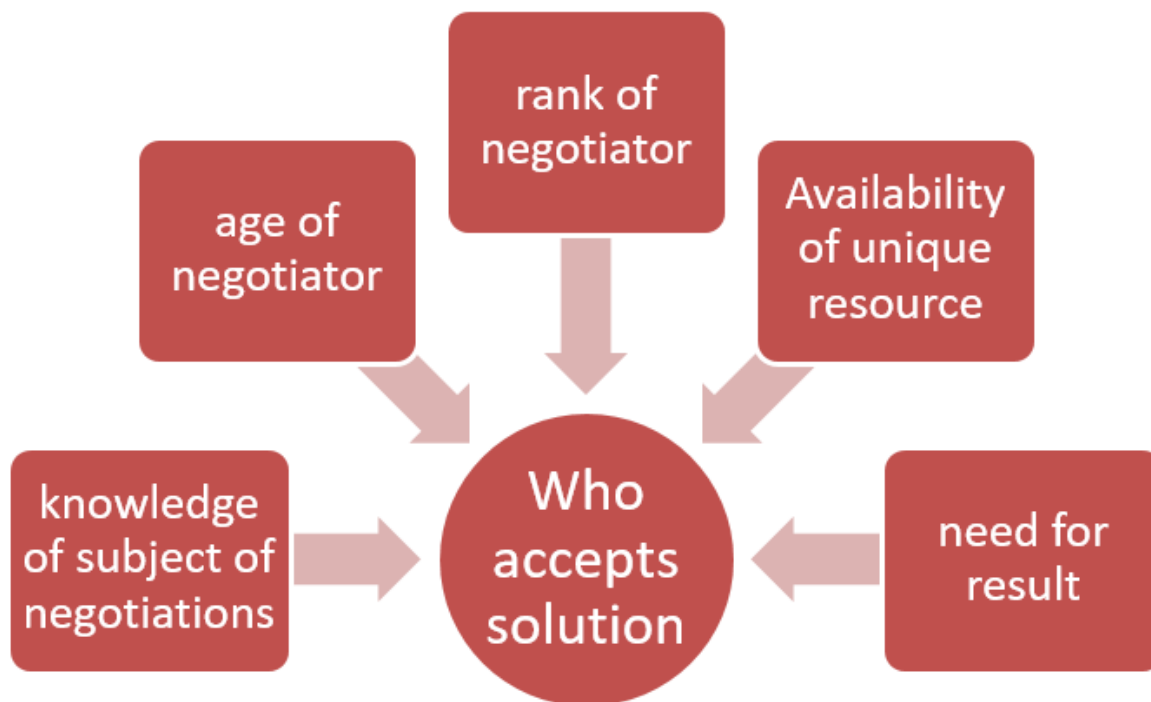
The first starting point is the evaluation of negotiation positions.



ELEMENTS OF A NEGOTIATING STRATEGY

Wars are fought according to profit. Not sure to get a benefit, don't move. Not sure to achieve what you want, do not use the troops. If there is no danger, do not start a war. Obviously, it makes no sense to enter into a confrontation if you cannot win in it. If your opponent is stronger than you, you should not argue with him, but either go over to his side,

or unite against a third party. But how to evaluate, how to compare your chances and the chances of your opponent before starting negotiations? Let's take a look at a simple diagram - the pentagram. The center of this pentagram is a key factor - in whose hands is the main power of the negotiator or who of the participants in the meeting makes the final decision.



Evaluating the likelihood of winning negotiations

Agree, when you come to an official to obtain any permission or when your employee comes to you with a request to increase his salary - these are somewhat different negotiations. The power is, first of all, in the hands of the one who makes the final decision, who dictates the conditions, who is less dependent on the other. - Well, it's understandable, - the reader will throw up his disappointed hands, - whose resources are stronger. Uh, no, making a decision is a purely subjective factor. From a negotiation philosophy point of view, no one can make a decision for you. Any events that happen to you during negotiations are a consequence of your activity or inactivity.

Factor #1 - age of the negotiator

The older a person is, the more confident he feels in relation to a younger opponent in

negotiations - this is an axiom. Such confidence is formed on a subconscious level: the greater the difference, the more confidence. There is, however, a small nuance: this rule does not apply when negotiating with young children. They are not aware of their differences from adults. For them, adults are just other beings. But they clearly use this rule when communicating with other babies. Again, this fact is recorded in various aspects of business etiquette, which determines, for example, that at the beginning of a business meeting, a junior in position or age is the first to hand out a business card. This factor is especially true for young women. Often, Uzbek businessmen cannot perceive a young girl as a serious partner. What to do? No matter how blasphemous it sounds - to add age to yourself, with the help of cosmetics, clothes, accessories. Create an image of a mature person you can trust!

Factor # 2 - social status or rank of the negotiator

The position that a person occupies in the social hierarchy. A factor that also affects the subconscious. From the point of view of negotiations, in order for them to go on an equal footing, one must have or be able to demonstrate equal (or higher) status with the opponent. Experienced fraudsters are well aware of this and build ingenious combinations in their "negotiations" from the demonstration of signs of power and wealth. For the Wise Negotiator, the opponent's status does not affect the decision. A wise man knows his own worth, and will equally politely talk to both influential official and the last rabble from a dirty doorway (again, very often the actual difference between them is small). But in everyday life, just listen. Which sounds more weighty? Hello, I am a sales representative of "Akfa LLC". Hello, I am the head of the Akfa & Partners company. Hello, I am the Vice President of the Akfa Corporation group of companies. It's important not to overdo it. It is unlikely that the presentation a la "I am the vice president of the company" to a young man of 22 will add weight. It will look somewhat ridiculous, they simply won't believe him, and the negotiations will fail. The advantage that status gives in negotiations is an unconditional thing and relies on the intraspecific survival instincts. In jackdaws, and in many other birds with a high social organization, hierarchy directly leads to the protection of the weak. Since each individual is constantly striving to raise his rank, there is always a particularly strong tension, even hostility, between immediately below and those who are higher; conversely, this hostility is less, the further apart the ranks of the two animals. And since high rank jackdaws, especially males, necessarily intervene in any quarrel between two lower ones - these stepwise differences in the tension of

relations have a favorable consequence: a high rank jackdaw always enters into battle on the side of the weaker, as if according to the knightly principle "The place of the strong is on the side of the weak!"

Factor 3 - knowledge of the "ambit" of negotiations

It is a difficult factor to describe, but it still exists and shows how well the negotiator knows the topic of negotiations and the combination of various factors related to the issue under discussion. When I bought my first car, it was a powerful stress for me, the salesman briskly showered me with some terms, characteristics in which I knew absolutely nothing, and which put me into a complete stupor. I absolutely virgin did not understand what to pay attention to. As a result, according to experts, I overpaid at least \$ 500! Ignorance of the "subject" of negotiations is costly. Very often. "Ambit" of negotiations is everything that, in one way or another, is connected with the subject of negotiations. Try to argue with your doctor about the inflated, in your opinion, cost of medical services. Obviously, if you do not have a medical education, you cannot refute any of the doctor's arguments. You are generally "not in the subject", but the doctor is absolutely masterful "plays" on his territory. Therefore, he dictates the terms to you. Before starting the negotiation flywheel, it is necessary to consider the points that will be drawn into it.

Factor No. 4 - the presence of a unique resource that your interlocutor does not have

Expert knowledge is one of the options for a unique resource. Expert knowledge is a powerful resource for a negotiator, the main thing is to use it correctly. Very often, managers are unhappy with university graduates who come to get a job in a

commercial company and try to bargain themselves a decent salary, referring to the availability of expert knowledge in the field of management, jurisprudence, accounting, etc. To which they receive a reasonable remark that you do not need to know a textbook, but the real situation and how everything really happens in life, and not what the theorists taught you. And such knowledge of practical activity comes only with experience, with time.

Factor 5 - the need for negotiation

The more it is, the weaker our position, the easier it is for the opponent to insist on his terms. The notion of the need for negotiation is beautifully described in Kemp's Say No First. Need is our dependence on the results of negotiations, the need to achieve our goal at any cost. And if we face an obstacle in the form of the opponent's unwillingness to meet us, we begin to perceive such negotiations as "tough".

DISCUSSION AND CONCLUSION

Rhetoric is about the ability to think quickly and correctly and act as efficiently as possible in any dispute, not succumbing to the influence of others, the ability to prove one's point of view and destroy the opponent's argumentation, to be resourceful is the most important quality of any successful negotiator. This skill can and should be trained. Learning to "win hearts by word" is incredibly interesting and rewarding. It has long been noticed that, by improving speech, a person improves himself. His abilities are revealed before our eyes. His speech becomes a powerful tool for professional and everyday communication. As one of the participants in the business rhetoric course commented, "I understood what a convincing person does. He changes reality. " This is really so, because

my reality is what I think about it. Change someone else's opinion, and you change the other person's view of reality.

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