

Farmer Negotiation Power

**A Series on Negotiation Strategy for Farmers
Part 2**

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Introduction

This document has a basic assumption. Both parties to an agreement want to be in agreement.

The Question of Power

How you negotiate, and the preparation you put into a negotiation, can make all the difference in the work.

Preparation

Understand your best alternative to a negotiated agreement position. If the deal seems impossible or does not make sense, why continue?

Understand that some issues or items you simply can't achieve. The other side also has a best alternative to a negotiated agreement position as well.

Is the pie extended or just divided?

Resources are not the same as power. Negotiation power is the ability to persuade and get someone to do something.

Who has more power is the wrong question. Who can be the most persuasive is the right question. If a farmer prefers to keep the feeling of 'I am powerless', this helps the farmer avoid the cost of trying to change or avoids action that may lead to failure. There is a strong link between aspiration and results.

Power Sources

Understanding Interests

The more clearly each side can understand the concerns of the other side, the better. You are looking for intangibles and hidden needs that can make the deal possible. If you don't look beneath a clearly firm statement, you may miss an interest that can be similar to yours.

Invent an Elegant Opinion

A brainstorming session, played by you acting as them, can outline what you might expect. By understanding their interests, you can search out solutions to mingle your interests with theirs.

External Standards of Legitimacy

Look and find other agreements that reflect what you are seeking.
Build your own BATNA (best alternative to a negotiated agreement) position.
Simply put, your BATNA is an argument which persuades the other side the need to offer more. It is interest based and plans towards an outcome.

Crafted Commitment

Commitment will work in three ways.

- 1) Clarify and state clearly what you will do,
- 2) Commit what you will not do, and
- 3) State clearly what you want them to do.

Conclusion

Final comments on negotiation strategy are:

- 1) Respect the relationship,
- 2) Leave open all avenues of communication,
- 3) Underscore the legitimacy of your last offer, and
- 4) Believe in your position.

Resources for this Publication

Getting to Yes, by Roger Fisher, William Ury and Bruce Patton, Second Edition, 1991

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