

Today, I had the honor to interview my professor. His name is Jack Biffman and he is a professor teaching negotiation courses in Haas Business School in Berkeley.

Dylan Clarke: Professor Biffman, it is an honor to have this interview with you.

Professor Biffman: The honor is mine. Besides, you are helping me with a lot and also you are my student.

Dylan Clarke: Okay, so moving to the first question. Oh, and these answers will be basic so the readers can understand us.

Professor Biffman: Okay.

Dylan Clarke: The first question is what is negotiation?

Professor Biffman: Oh, that is easy. Negotiation is a dialogue between two people or parties trying to make an agreement with each other.

Dylan Clarke: Okay, the next question is how to start the negotiation?

Professor Biffman: So, to start the negotiation. The first few minutes of the negotiation is very valuable. It is the time to plan and expect what the opponent will say and bid. Also, when you have begun negotiating, you should always make the first bid.

Dylan Clarke: Why should we do that?

Professor Biffman: The first bid always is the anchor for the other bids that will be made during the negotiation. Some people think that the first bid will reveal your position and that the other party will know your bid level. That is wrong.

Dylan Clarke: Okay, thank you for that valuable piece of information. Next question, how does a negotiation work?

Professor Biffman: Negotiation is the process of resolving any dispute or settling a business deal.

Dylan Clarke: Next question, what other types of negotiation are there in the business field?

Professor Biffman: There are so many types, but for the sake of time, I will name a two of them. Integrative Negotiation and Distributive Negotiation.

Dylan Clarke: Can you describe what happens in each type of negotiation?

Professor Biffman: Sure, Integrative Negotiation is when the two groups or parties try and collaborate to get a win-win outcome. Distributive Negotiation is when the two parties or groups are trying to split something up or distribute it.

Dylan Clarke: Okay, next question. In the business field, what is the meaning of negotiation?

Professor Biffman: It is just in general a bargaining process for two groups or parties.

Dylan Clarke: Professor, I see you are getting tired. Don't worry, this is going to be the last question I have for you.

Professor Biffman: Oh, I am not tired.

Dylan Clarke: Okay then, the last question. How do we develop these skills in negotiation?

Professor Biffman: Well, first is that you have to learn them and once the skills are learned, you have to practice them and be good with them. Then you have to also be good with people and have good leverage with the other party.

Dylan Clarke: Okay, Professor, I just want to thank you again for the interview.

Professor Biffman: No problem.