



## STRATEGIC ORIENTATIONS OF NEGOTIATORS RHETORIC IN BUSINESS NEGOTIATIONS

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**Abstract.** Strategic planning of negotiations' speech requires avoiding coincidences and choosing the most appropriate means to achieve negotiator's objectives. Implementation of the strategic orientation is linked to various aspects of language. The negotiating, namely, public speaking is seen as a strategic process, which comprises an understanding of the context, the deliberate behaviour and a plan how to achieve negotiator's objectives. In the process of negotiation the negotiators are developing commonly significant relationships; their thoughts, opinions, attitudes and values are tested, adapted and developed through interactions. The negotiators attitudes toward different values vary significantly. Hence, some aspects and facts may be more important or significant for one negotiator than for another; his attitudes may determine how the statements are interpreted and understood.

**Keywords:** negotiators rhetoric, business, negotiations, persuading the opponent, strategic orientation.

**JEL classification:** M21, M54.

### 1. Introduction

The negotiation in business take place constantly: making the purchase and sale agreement (contract), appointment and dismissal of employees, dealing with a variety of situations. Business meetings or negotiations can take place easily or with high voltage, may be able to easily negotiate or deal with special problems or a whole fail to agree. Communicating efficiently, understanding psychology of the other human or negotiating partner, and the interests of the organization he is representing, mostly determines success of business meetings and negotiations. To do this well, one needs to assimilate basics of communication, be able to read verbal and nonverbal communication signs, expressions, to have the created system for preparation to interview and negotiation to be able to provide and receive information to substantiate their positions, to respond to comments are neutralize them, to understand, to resist the manipulations and know how appropriately to complete the negotiations.

Strategies of the negotiating speech are focused on future speech, negotiating activities and are associated with the prediction of the possible negotiation, rhetorical situations. It is important to know the motives and interests of the other side of the negotiation. Negotiator with his speech encourages other side of the negotiations to start something, to change something, to complete

something, affects the values, attitudes, provisions, and makes an impact on decision-making. The negotiators making influence are expecting from the other side of the negotiation the corresponding and predictable reaction. In process of arguing are involved both negotiating sides - one side uses the tools of persuasion and another side - more or less replace its beliefs or firmly comply with its views.

*The scientific problem* is related to the lack of strategic orientations, objectives and appropriate measures to achieve them in negotiator's speech and is seen as essential barrier for effective negotiation results.

*The object of investigation* is the negotiator's speech, its rhetoric of strategic orientation.

*The aim* of the paper is to reveal the essential elements of negotiator's rhetoric strategic orientation, enabling the formation of more effective negotiator's speech, to achieve better negotiating objectives.

*Research methods* applied are the systematic, comparative, logical analysis and synthesis of scientific literature

### 2. Strategic orientation of negotiator's rhetoric

Negotiator's speech rhetoric – the set of methods and techniques of persuasion with the help of which speaker tries to influence the other side of the negotiations through his speech content and form, evalu-

ating peculiarities of listeners, seeking to reach his goals sophistries (Wetlaufer 2005; Zarefsky 2006; Zarefsky 2008a; Zarefsky 2008b; Estrada 2010; King 2010). Rhetorical orientation of negotiator's language provides a purposeful impact on the other side of the negotiation through language content (evidence, arguments), through speech composition, its structure and style of speaking, through para-verbal elements of speech (voice use features – intonation, articulation, pauses, accents, timbre, tone, speech rate, speech volume, melody, etc.) (Nauckūnaitė 1998; Bielinienė 2000; Nauckūnaitė 2002, Nauckūnaitė 2007a, 2007b; Koženiauskiene 2009, 2013). The adequate assessment of negotiating situation and the characteristics of the other side of the negotiations (values, attitudes, beliefs, needs, interests and etc.) enables to select and compose strategically appropriate evidence and arguments, to plan their submission form and procedures leading to the final goal of the negotiations agreement (Eckhouse 1999; Hallahan 1999; Andersen 2001; Tindale 2004; Ulbert *et al.* 2004; Arvanitis, Karampatzos 2011; Maaravi *et al.* 2011).

Strategy of the negotiating speech covers set of actions and measures that will be used to achieve goals, focusing on negotiating a favorable solution of the situation. Strategically planning of the negotiating language is desire to avoid coincidences and choose the most appropriate means to achieve its objective. Strategy of negotiating speech comprise aggregate applicable tactics and actions in the negotiator's speech, which are related to behavior prediction of the other side of the negotiations and overcoming resistance or confrontation to attain the desired purpose of speech. Strategy has a hypothetical nature in respect of future situations and is associated with a higher or lower probability due to possible changes of situation and behavior of another negotiating side. These processes can't be made up by algorithm, can't be managed in accordance with certain rules, because each interaction of negotiators is unique.

The negotiator in negotiating language often has following objectives (Zarefsky 2008a):

- providing new information or an opinion;
- making positive or negative impression;
- strengthening the beliefs;
- attenuation of the beliefs;
- change of the beliefs;
- promoting particular action.

The negotiator seeking for the final purpose of his language can combine several sub-goals that lead to the overall score: to inform the other side of the negotiations, to provide new data, to cause relevant emotions, to affect the opponent's beliefs, and attitudes and to incite the relevant actions. Negotiator's language purpose is the final result,

which he hopes to achieve with the help of his own language, using the strategies and tactics in one or another form.

The negotiator, planning to achieve certain goals, formulates appropriate tasks according to the negotiating situation, opportunities, the negotiating positions and the potential of the other side of the negotiation. If there are well-identified conditions affecting one or the other result of the negotiation strategy, it is possible to predict that certain tactics and actions with high probability will provide a good outcome of negotiations. However, further, more in-depth analysis and new specific situations of negotiators interaction can't approve the forecast. The targets for new information presentation and inclusion into the mind of other side of the negotiation are implemented through communication strategies. Objectives, in order to cause positive or negative feelings to another side of the negotiation, are carried out by using the information and persuasion strategies. The targets devoted for conviction, strengthening or weakening the radical views of its members and the promotion of a particular modification activities for other side of the negotiations are pursued through persuasion strategies (Zarefsky 2008a).

In some cases, information strategies that are used by negotiator have elements of persuasion. For example, as information using the few things comparison can convince the other side of the negotiation on advantage, usefulness, ease of one thing or another and thus provide the basis for a decision. Implementation of the strategic orientation is associated with each aspect of the language (Zarefsky 2008a):

- how to argue and how to draw conclusions;
- how to prepare for speech;
- what material will be used for justification;
- what formulations will be selected;
- how to express emotions and feelings;
- what sentences will be repeated;
- how sentences will be said in speech.

### **3. Situational factors in the rhetoric of negotiator**

Situational factors are very important for language of negotiator. As D. Zarefsky notes "Language is good not because it was created by some formula, but because of the possibility to fit effectively in particular situations. Language which is suitable for one situation may be worthless in other cases" (Zarefsky 2008a). D. Zarefsky notes: "Each time when you are preparing for public speech, you will have to decide individually on your objectives and most appropriate methods to achieve them" (Zarefsky 2008a). These methods and practices are

associated with strategy – “and just then when you are choosing, in response to the situation, your model of choice really helps to identify it. The situation has an impact on you, but you're also doing it” (Zarefsky 2008a). Negotiating, or in other words public speaking in the negotiations is a strategic process, that “involves understanding of the circumstances during speech presentation, the deliberate behavior at that time and plan preparing to achieve your own objectives” (Zarefsky 2008a).

During the negotiations negotiators are working on joint significant thing, their thoughts, opinions, attitudes and values are tested, adapted, developed through interaction. The attitudes of different cultures of negotiators can vary significantly. One thing or facts may be more important or significant for a specific negotiator than others, and his attitude towards them will result in fact how he will interpret and understand statements listened. During the preparation for speech of negotiations and presenting it, the negotiator needs to know extremely well:

- the object of negotiating (product, service, relationships, and exchange project, etc.);
- his opponent - negotiator;
- the organization, represented by negotiator opponent.

As negotiating language strategies are focused on the future actions of speaking, negotiating and are associated with the prediction of possible rhetorical situations of negotiating, it is important to know the interests and motives of the other side. The negotiator with his language encourages other side of the negotiations to start something, to change something, to finish something has an impact on his values, attitudes, provisions and affects the decision-making process (Peleckis 2013). The negotiator when making the impact expects from another side of the negotiation the appropriate, predictable response. In the process of persuasion are involved both negotiating sides - one side uses the tools of persuasion and other – change his beliefs more or less, or keeps strongly his own views. The impact on the negotiating process can be determined by following factors:

- 1) greater negotiating powers on one side (personal characteristics, standing, excellent reputation, higher status, higher emotional intelligence, charisma, etc.);
- 2) bluffing, manipulation;
- 3) substantial evidence, arguments.

The acknowledgement of negotiating object, the opponent and his organization, the preparation for this requires that the language of the negotiator would comply more or less with the expectations of the other side of the negotiations, because the suc-

cess of achievement the negotiation objectives depends on the opponent's reaction. Consequently the opponent has an impact on both: the negotiations and the rhetorical situation, forcing the speaker to choose: what thoughts to highlight, or stress, what information and how to submit it, how to prepare a speech, evidence, arguments, and what goal to choose. In turn a well-designed speech can correct the opponent's-negotiator's understanding about the negotiation situation when significant arguments are presented, when speech is enthusiastic. The beliefs, attitudes, dispositions, values of other side of the negotiations are the starting point of the negotiator's speech strategies development. Of course, each negotiator as every person wishes to confirm his position but it could be done and by emphasizing their relationships in beliefs, attitudes, provisions and values of their own and the other side of negotiations (Peleckis 2013).

The impact on another side of negotiations can be associated with the use of both positive and negative incentives. Measures of positive effects can be: promises, demonstration of benefits to another side of negotiations, sympathy demonstrations, bribery, appeal to the debt (by reminding sometime made a discount), the appeal to altruism, appeal to authority, the moral imperatives of self-worth emphasis, the assessment of opponents-negotiators positive personal traits, aversive stimulation – when are removed previously declared sanctions and other. Measures of negative effects can be: threats, demonstration of the damage to another side of negotiations, sanctions, and so on.

The negotiator with own speech is trying to make influence on another side of negotiation. Whole speech of negotiator has an ultimate goal, and each element of the speech (action) has a corresponding sub-goal. There are no pointless actions, but a set of actions of negotiator that are based on his motivation, interests, needs. Negotiator's speech has a strong relationship with his motives, needs, interests and desires. Each negotiator wants to achieve results that would be maximum positive and minimum negative. The negotiator has an impact on the other side of negotiation, which usually can be free in choosing their actions and tactics, based on their needs and interests. The values, attitudes and provisions of one negotiating side during negotiations are more or less opposite against the values and attitudes of another side of negotiation. Effect of peer influence occurs in negotiations when both negotiating sides are coming up to each other within the limits of acceptability.

In negotiating, the negotiator during presenting his evidence and arguments, is following how reacts his opponent to his outspoken ideas, proposals, (how he listens, what is his body language - mime,

nods in agreement, disapproval, glimpse when he did not understand, etc.) and seeking to understand the reactions of responses and to take this into account. When the negotiator is speaking, his opponents are interpreting in their own way his outspoken thoughts.

When negotiating, one side of negotiations examines, compares to his opinion the provisions, values and ultimately reacts accordingly to other side of negotiations. The response in negotiations by non-verbal ways, body language signs, helps negotiator to feel: whether they are coming up toward achieving the goals or moving away from them. Therefore, ability to read the body language for negotiator is very important. If the body signs of one side of negotiations are speaking about the fact that the most important idea was not understood – it should be presented and explained for them in detail at the appropriate moment.

Negotiating is a response to a specific negotiating and rhetorical situations, which include the specific circumstances. Therefore, the speeches of negotiators have to answer to the questions which situations have posed. This can be sharing of information, exchange of information or persuasion with the other side of negotiations, when in the process of making decision of situations can be formed, developed, approved, amended or strengthened approaches, attitudes and values of negotiating party, stimulating to work together or to delay negotiations, encouraging them to act, to do nothing or stop negotiations, maybe and further relationships.

Your goal is to create a strategy - an action plan to reject the restrictions and to take advantage of opportunities (Zarefsky 2008a). D. Zarefsky notes that the speeches are spoken in order to achieve the desired objectives, so the most important measure of quality, is the “achievement of objectives which speech succeeded in. Three main objectives of the speech are:

- to give for the audience a new information or new ideas;
- to convince and influence attitudes and behaviors of the audience (to reinforce an existing one, either based on a view);
- to interest and awaken a feeling of community by highlighting relationship among speakers and listeners.

These goals may seem completely different, but they often coexist in one speech, when speaker seeks to share the new information and use it to influence other people's attitudes and behaviors (or awaken feeling of community) (Zarefsky 2008a). However, “the achievement of its objectives is not the only measure of quality in assessing speech” (Zarefsky 2008b).

The connections of negotiating parties determine if bargainings are successful. After all, the two sides are wishing to see the interest in their positions, evidence, arguments that would be an adequate response to them. D. Zarefsky notes that “we do not keep successful speech with which the listeners were misled or they were manipulated, even if the speaker has reached the desired goal” (Zarefsky 2008a). “The power of speech is overwhelming and speaking man assumes a huge responsibility. Public speakers are seeking to influence others, to change the audience views, values or behavior” (Zarefsky 2008a). As a speaker, you must be extremely ethical:

- to respect the audience;
- to respect the chosen theme;
- to be responsible for your own statements;
- to be responsible for the effects of speech.

To sum up, the negotiating speech is appropriate to use. D. Zarefsky (2008a) proposed the following principles:

- take into consideration approach of another side of the negotiation, whatever it may be. One of the respect signs to other negotiating side is our willingness to recognize its attitude and make it as your starting point in negotiating process;
- not to use phrases that the other side of the negotiations could interpret as degrading them.

The negotiator must answer for accuracy and the fairness of his statements:

- to respect the competences of another side of the negotiation. In order to defend one attitude, you must explain why it is superior to the other, but not pervert and refuse opinions, you do not like;
- to respect cultural diversity. When respecting cultural diversity it is necessary to look at attitudes and resist the temptation to believe that all opponents provide support.

#### **4. Negotiator's speech composition over time**

The purpose of negotiator's speech is the predicted response (feedback) which is expected to get from the other side of the negotiation, opponent (Zarefsky 2008a). This requires a strategic reflect on ways to prepare and say negotiating speech, to meet the challenges associated with the implementation of this objective.

Negotiator in the introduction of speech, firstly needs to draw attention of another side of the negotiation, second, to introduce the main thesis and, third, to present their views, as an imaginary solution of negotiating problem (situation) (Zarefsky 2008a). In order to take the attention of

another side of negotiation and target its members' thoughts to direction on development of respective situation it is appropriate to surprise them by significant but a little known fact, that will help to create a good first impression. Relevant presentation of main thesis can help to target a different side of the negotiations for the development of ideas in the right direction. Expressed the basic thesis in introduction of negotiating speech it is important to overview convincingly its development direction, that another side of the negotiations be aware of what to expect, and could understand their opponents' expectations (Zarefsky 2008a; Peleckis 2013).

In central part of negotiating speech – enunciation - is developed the basic thesis and evidence, the arguments in support of the speaker's statement, which aim to convince the other side of the negotiation. If the thesis is formulated as a difficult proposition, it may be split into several smaller parts. There can be set of stages to prove that the statement is true (Zarefsky 2008a). The evidence, arguments can be based on the negotiator's experience; practical cases of decision negotiation situations, the data, opinions.

At the end of speech thoughts need to merge in order to be memorized. At the end may be given a brief summary of the content, verifying the underlying thoughts and opinions, repeated thesis, conclusions. Conclusions need to show that speech is completed.

### **5. Strategy of speech of negotiating team and interculturalism**

The starting point for the strategy of the negotiating speech development are the beliefs, attitudes, norms and values of the other side of the negotiating team (Zarefsky 2008a). The members of other side of the negotiating team may belong to different cultures, personally may have more or less mutually differing specific beliefs, attitudes, norms and values. Therefore, strategic measures of negotiating speech should be directed to any member of the negotiating team, individually adapted and whole measures linked to each other. "Different cultures emphasize the importance of different justifying matter, for others important are only the data. Partly for this reason, the speakers who address the culturally different audience, usually are offered not rely on one type of justifying material" (Zarefsky 2008a). As pointed out by D. Zarefsky (2008a), speakers are adapting to cultural diversity in three ways. One way is to provide examples from several cultures that all listeners could hear their own things. Even if some of the cultures specifically are not mentioned, the listeners by com-

prehending that the speaker acknowledged their cultural diversity, will feel more involved. Of course, in this case, the speaker must know what culture is represented by his listeners. The speaker can emphasize their cultural heritage so that others will feel that their culture is valued. The third way is not mention about specific cultures and use cross-boundary statements (Zarefsky 2008a). As observed D. Zarefsky "You must critically reflect on your beliefs and values. It is good to believe that they are correct; hence they must be accepted by everybody. However, listeners can doubt on your values or to reject them, then the speech may appear inadequate. If personal values you will keep as itself understandable, then your speech will fail. Similarly, you can assume that roles, knowledge and life experience of your listeners are different" (Zarefsky 2008a).

Taking into account every of these aspects it is important critically to reflect on both: yourself and how the audience will tend to accept you. Let us consider whether you need to adjust to the audience. As always, the goal is to remain you, taking into account the audience. In negotiating language strategy is very important to evaluate personal interest of the other side of the negotiating team to solve the negotiating situation. This is necessary due to the fact that many people are hostile to the speeches that are contrary to their interests (Zarefsky 2008a). Negotiating speech possibly should touch personal interests of the other side of the negotiating team members' justifying the importance of necessity to make decision of negotiating situation, so as to attract their attention and keep it during all the time of speech. Speech will interest members of the other side of the negotiating team, if "they hear new and useful information, if solution to related problems, is proposed, is said more than they know, or told to them similar story or experience (Zarefsky 2008a; Peleckis 2013). It is important to consider the fact that every member of the negotiating team has certain roles.

### **6. Development of strategic plan for the negotiating speech**

Each negotiator has own unique arsenal of measures, speech effects directed to the other side. Thus, we can talk about individual strategic negotiating style. Negotiations have their negotiating situations. There is important to distinguish for elaboration of strategic plans of the negotiating speech the narrower part – rhetorical situation. According to D. Zarefsky "in rhetorical situation human understanding can be changed by delivering a speech" (Zarefsky 2008a). According to him,

there are "four factors determining the success of any rhetorical situation: audience, the event, the speaker and speech itself" (Zarefsky 2008a).

A negotiating situation creates more factors: negotiator (negotiating team) from one side of the negotiations, organization represented, product or service, negotiated events, determining the need for negotiation, the negotiator (negotiating team) from the other side of the negotiations, organization represented and finally, the rhetorical skills of the negotiators (Laužikas, Mokšėckienė 2013; Kearney *et al.* 2013. Negotiating speech in response to a specific situation, to some extent will affect or will change rhetoric, as well as negotiating situations.

Therefore presenting of negotiating speech can be understood as an intrusion into rhetoric and negotiating situations. As observed D. Zarefsky (2008a), this intervention should be strategic and not accidental. Speech must be planned so as to serve as means to achieve the desired result. Therefore, in preparation for a speech is important to distinguish your target, all the factors that could limit strategies and possible options and opportunities (Zarefsky 2008b). Preparing to respond and intervene in rhetoric and negotiating situations is need to create strategic plan of negotiating speech, speech objectives, its constraints and opportunities (Fig. 1.)

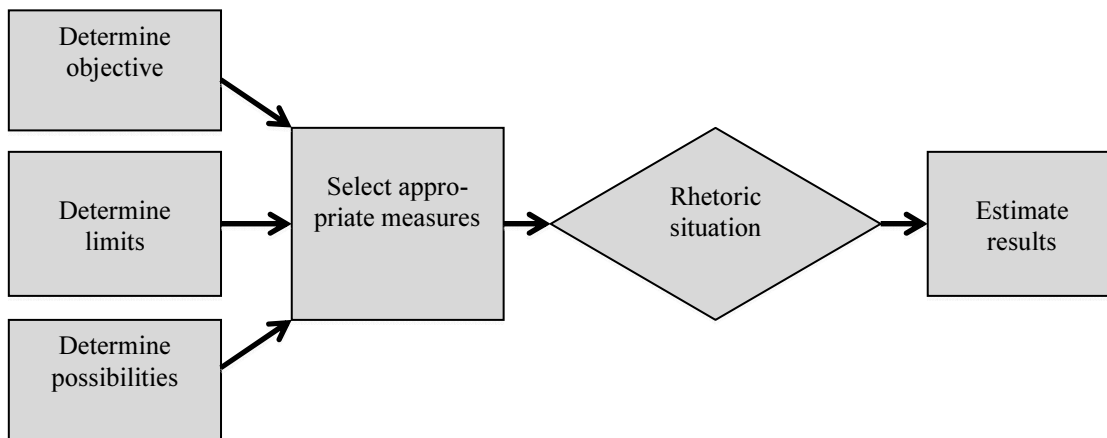


Fig. 1. Scheme of negotiating speech strategic plan (source: developed by the authors, based on Zarefsky 2008a)

The negotiator, who is speaking, plans to achieve a certain goal and wants the other side of the negotiations to respond accordingly. In his speech setting negotiating goal is a crucial initial step, assisting to plan strategies that will help achieving the goal. D. Zarefsky (2008b) in his classification distinguishes the following seven most common speech goals:

- Presentation of new information or opinion (presenting new information that was not known for opponents may change their attitudes, beliefs, values, and this may convince them that the situation is more complicated than they thought).
- Inclusion into mind (attention is drawn into those things which people do not know enough, or which have not seen, encouragement to understand or reflect on things to which previously have not paid attention).
- Development of a positive or negative impression (goal – to keep the other side in positive or negative impression about the event, himself or speech).
- Strengthening beliefs (seeking the other side to make even more motivated, ensure).

- Weakening of belief (seeking to weaken the beliefs of other side so, that they would change their opinion as far as, or at least had doubts).
- Beliefs change (intended to convince the other side to change their minds - the change from one opinion into another, which is incompatible with the first).
- Promoting in particular act (aim to convince the other side to start in particular act - all the measures are important, which encourage to do so).

In the strategic plan of the negotiating speech is a very important stage - the establishment of limits. D. Zarefsky (2008b) argues that having a specific objective of speech you will need to take next step of strategic plan - establish limits on which you will have to proceed cleverly. Constraints are factors that lie beyond the limits of your control and are restricting your choices "negotiations restrictions can occur due to:

- Lack of attentiveness another side of the negotiation (to overcome that. It could be used. Various measures are the most important thoughts repetition, compelling language, and etc.).

- Due to analysis of the results of another side of the negotiating team (indicating that some expressions are undesirable or even prohibited, while others are more relevant).
- Due to the speaker's ethos (if one negotiating side accepts another negotiating side as they are competent persons, trustworthy, dynamic and active and in good faith are minded to them, this is their ethos will be seen in a positive and vice versa).
- Due to the content of issues (wishing to attract attention of another side of the negotiations and to keep it could have to search such strategies, which application will ensure the interest in the issues).
- Due to the rhetorical situation (in order to convince the other side, it is necessary to use several different incentive measures - verbal, visual, experience, etc.).

Another important phase in the strategic plan of negotiating speech is identification of options. As D. Zarefsky (2008b) observed, speaker's capability is derived from his knowledge about the situation and own choices. However, in order to be able to take advantage of opportunities in creating a strategic plan there is a need to know them at the beginning (Wahl, Prause 2013). Opportunities can proceed from the speaker's increased awareness, improved knowledge of other side. The speaker, who knows better the other side of the negotiation can choose the best method of exposure to create and implement a successful strategy, because there is no single correct way to impact - the same objective can be achieved by using several (Zarefsky 2008b).

Goal formulation, setting the limits and possibilities enable the transition to the most appropriate choice of means to achieve the objective. According to the D.Zarefsky, "strategic planning desire is to avoid coincidences and choose the most appropriate means to achieve the goal set (Zarefsky 2008a).

As the D. Zarefsky (2008a) noted, the last step of common speech planning is to identify the thesis - to formulate a concise statement or central idea. The specific objective is determined by what the audience needs to understand in your language, and thesis - what you want to say in your own language. For persuading the other side of the negotiation could be used such support materials (Zarefsky 2008a):

- personal experience (personal experience can't be used too often as the sole justifying material);
- general knowledge (this is almost universally accepted knowledge (cliches, templates, stereotypical knowledge) are treated as true,

even though they are not always true. General knowledge is associated with assumptions, when we consider that it is true, as long as we not prove otherwise. Just because that are common and acceptable to many, knowledge often can be strategically useful support materials;

- direct monitoring (sometimes it is possible to justify arguments on own facts of direct observation);
- examples;
- documents;
- statistical data;
- certificates.

The proof other side of the negotiation, argumentation of their positions are based on one or a few justifying material species. The proof that convinces the other side of the negotiation is called rhetorical proof, depending on the speaker's and the audience relationship. This evidence "does not warrant that conclusion is correct, but is justifying it. Rhetorical proof gives to the audience confidence that the conclusion is likely correct and they are able to keep it as part of their practical knowledge, to follow it. Rhetorical proof supports statements, while it does not prove that the statements are certainly correct, for critical listeners give a solid basis to accept them. In case of business negotiations it is a situation where the other side of the negotiations entrusted in provided material of justification, since it has no counter-indications. As observed by D. Zarefsky (2008a), "unlike the mathematical proof, rhetorical proof has reasoning levels, ranging from strong to weak justification. Therefore, speakers and listeners must critically evaluate the rhetorical proof; check them out, instead of keeping them as comprehensible. "Your goal as the speaker's is to justify stronger your conclusion" (Zarefsky 2008a). According to D. Zarefsky, critical listeners will ask if your causal link is based, or suitable for comparison, or the people you cite are authoritative in this area (Zarefsky 2008a). However D. Zarefsky stresses that speakers must not focus only on the evidence that listeners actually evaluate as strong, but also to those which they have to evaluate as strong. In multiculturalism dimension the scholar suggests that "culturally speaking for different audiences requires the application of the model of multiple reasoning in order not forget the differences" (Zarefsky 2008a). Argumentation of business negotiation strategies can be based: on the basis of examples, by analogy, on the basis of signs, in accordance with reason. The scholar observed "the crucial thing is the appropriateness of the speaker's emotional response" (Zarefsky 2008a). Speaker's emotional reaction, emotional



response to the expectations of the audience usually has to be adequate. D. Zarefsky (2008a) points out that the speaker must assess the proper emotional response rate as an integral part of the analysis of the audience. Sometimes the speaker is deliberately disappointing listeners by "inappropriate" response. According to scholar, when speaker goes beyond the eligibility norms, the goal is to shock the audience, to attract their attention and convince them to relook their thoughts about a particular situation. But such a strategy is risky because of inadequate response, can direct the audience against the speaker, rather than prompted to analyze (Zarefsky 2008a). D. Zarefsky notes that "choice of particular model of argumentation from others is strategic, because each model shows the different aspects of how the audience thinks along with you (Zarefsky 2008a). Some researchers (Schenk-Hamlin *et al.* 1982; Rolof *et al.* 1988) proposed a typology of speech strategies, including 4 groups according to the parameters:

1. The speaker motivates his request overtly or latent.
2. Type of motivation (sanctions, the speaker needs, rational evidence).
3. Motivation efficiency control (it can carry out the same speaker, for example the case of threat or his partner, team member, for example, escalation of guilt). Appealing to altruistic opponent's feelings is based on socio-cultural norms, etc.
4. Terms of sanctions implementation. Sanctions (can be applied previously mentioned sanctions, warnings, threats – to focus on the future, and aversive stimulation, altruistic offers, direct requests, references – to focus on the present, here and now).

## 7. Conclusions

Strategy of the negotiating speech covers set of actions and measures that will be used to achieve goals, focusing on negotiating a favorable solution of the situation. Strategically planning of the negotiating language is desire to avoid coincidences and choose the most appropriate means to achieve its objective. Strategy of negotiating speech - it is aggregate applicable tactics and actions in the negotiator's speech, which are related to behavior prediction of the other side of the negotiations and overcoming resistance or confrontation to attain the desired purpose of speech. Strategy has a hypothetical nature in respect of future situations and is associated with a higher or lower probability due to possible changes of situation and behavior of another negotiating side.

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