NEGOTIATOR'S POSITIONS SUBSTANTIATION METHODS IN BUSINESS NEGOTIATIONS AND BUSINESS MEETINGS

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Abstract. The article examines the methods of negotiator's positions justification. In business meetings and negotiations at least two sides are involved, seeking a common goal and understanding. Each negotiator has in one or other way to justify in their posi-tion and convince your opponent. Although the forms and chan-nels of communication in this century are evolving very rapidly, but importance of alive conversation and immediate negotiations, remains. The most important negotiating agreements and going face to face and for a long time will go infuture. The interview is one of the best way to convince the interviewer with your position and that he would agree with the opponent's position and would approve it. For this purpose there are used such methods of justification the posi-tion of negotiator: proof, argumentation, manipuliation, bluffing, persuasion, suggestion.

Keywords: negotiator's position, proof, arguments, conterarguments, manipulation, bluffing, persuasion, suggestion.

Jel classification: M16, M54.

1. Introduction

Relevance. In business negotiations and business meetings the following techniques of the negotiator's position reasoning are used: the proof, argumentation, manipuliation, bluffing, persuasion and suggestion. The proof in business negotiations and business meetings are - the setting accuracy of the claims on the basis of logical rules and other assertions, which justice is already known. Argumentation in dialogue and negotiation - is an attempt with the help of certain assertions to convince the interviewer or the opponent to change their position or beliefs and accept our position. Argumentation - are claims given in oral or written form and directed to the other person's mind that he could evaluate, adopt or reject them. The chatter and persuading of opponent starts from the arguments and the proof. In order to persuade logical reasoning and evidence are used - facts, figures, documents, you can appeal to the dignity, honor, conscience, morality, trying to influence the interviewer, the opponent's thinking, beliefs or opinions. The goal of persuasion - to change human's attitude, opinion or behavior without any violence. Persuasion is such influence to human, which does not restrict its freedom of choice, do not withdraw the possibility to proceed on his discretion and evaluate

the proposed solutions and their justification. For useful and effective negotiating, we must be well prepared in communication and have the ability to read verbal and nonverbal communication signs and expressions, to have a system of preparing for conversation and negotiation, be able to provide and receive information, to reason our position, to respond comments, to neutralize them, to understand, and be able to resist the manipulations in a business conversation or negotiation and to complete negotiation appropriately.

The object of investigation – the negotiator's positions substantiation methods at business negotiations by the aspect of implementing the principle of sustainability.

Aim of the article - to reveal most important characteristics, features and logical relations of evidence, argument, and persuasion.

Research methods - systematic, comparative, logical analysis and synthesis of scientific literature.

2. Logical connections and relationships of the proof, argumentation, bluffing, manipulation and persuasion

Both sides communicating in negotiations or business conversation are trying to convince each other in the justice of their views, positions. For this purpose they are using a variety of tools, beginning from logic diagrams and finishing with various appeals, speculations, sophisms.

Even Aristotle imposed verbal and nonverbal persuasion. The main factors of verbal persuasion he considered: ethos, logos and pathos. Nonverbal persuasion Aristotle called as bribery, torture and other physical abuse based on persuasion techniques.

Z. Nauckūnaitė (2007) in the article, "Argumentation: proof and persuasion ratio" provides the following descriptions of ethos, logos and pathos:
1. Ethos refers to the speaker's moral qualities. From Greek language *ethos* arose *ethics, ethical*, and modern communication science *ethos* tends to interpret by the word *image* because Aristotle *ethos* used to describe such features of the speaker's character, which he reveals to the audience. Aristotle said that we tend to trust more the speaker, who is "wise, honest, and kindhearted." Today near the features of the *common sense*, as *good character* and *good will* are attached *the competence* - addresser must be not only a great man, but also well versed in the subject matter about which he is speaking or writing. Therefore, when writing argumentative text, *ethos*, as the image of author is created by:
    a) choice of tone and style, a discursive manner suitable for the top of our society;
    b) displaying an excellent understanding of the subject.
2. Pathos refers to the speaker's ability to connect with audience's feelings, desires, wishes, fears and desires. Assessing in the addressee's perspective,

it is necessary that the addressee would hear and understand you (if you are unable to connect with the audience, do not neither speak nor write). Evaluation the contact from the view point of audience, is dangerous because it can easily become a victim of manipulation: after all, the decisions often are not based on rational reasoning - the strongest impact on human decisions, according to Aristotle, has anger, pity, fear, and contrary to their feelings.

3. Logos principle states that in order to convince the audience, addresser must consistently provide the evidence and follow the logic of the rules - regular course of reasoning. It seems that logic and rationality should be seen much more than the image of the addressee or the addressee's appeal to the emotions, but the formal reasoning of addressee is usually unacceptable (heavy and boring), so have to rely on rhetorical reasoning types. For this reason, the ratio of quality of the evidence and of persuasion categories is discussed so far.

In the aspect of negotiating performance it is very important the relationship between persuasion, argumentation, proof, bluffing and manipuliation. The relationship of following categories can be expressed as a logical diagram (Fig. 1).
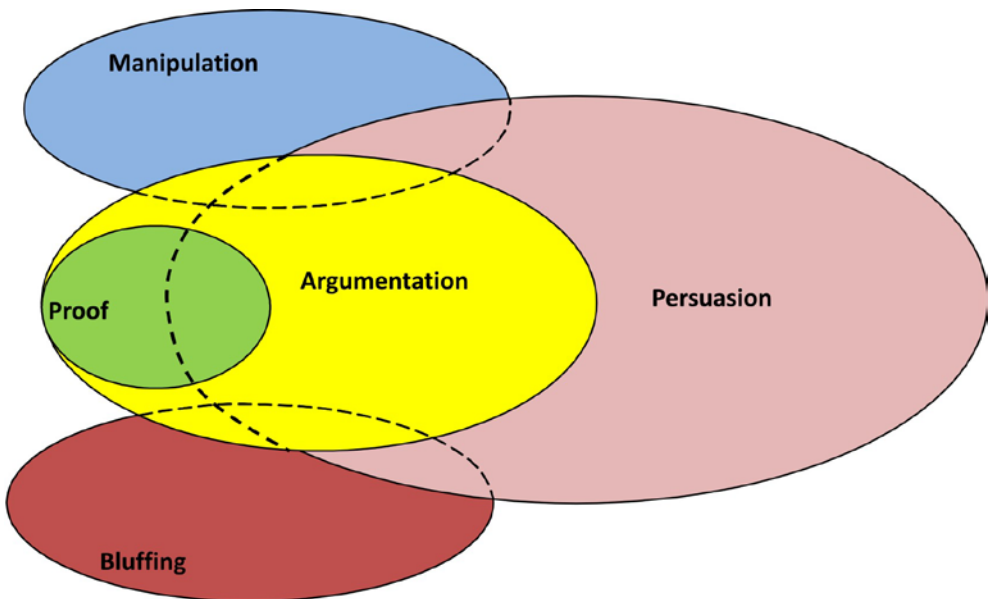

Fig. 1. Logical scheme of mechanisms on persuasion (the author's compilation).

According to R. Bubelis and V. Jakimenko (2004), the evidence - the determination of a statement (or theory) by the rules of logic, and other statements (or theories) of justice are already known. In a common language evidentiary purposes are - irrefutably confirm thesis (claim) of justice expressed in interrelated sentenc-

es. The authors argue that "the evidence is special, idealized type of reasoning and argumentation only in exceptional examples can be called evidence."

The argumentation (Latin *argumentatio*) – is a reasoning of thesis (claim) by other statements. According to R. Bubelis and V. Jakimenko (2004), reasoning is subjective, because it is important to convince the accuracy of the claims, which requires open or hypothetical audience's (an opponent of the meeting participants, or all the people who are competent to consider the matter) to support for the claims that are assumptions of argumentative assertion. Consequently, the reasoning is not only the experience of the speaker (that is why it is individual: it creates a particular selecting the appropriate arguments of its claim by author), but also specifics of the audience. In what way? If each line of argument begins with the provision of information, the distance between the original and the new knowledge should not be very high because the reasoning can be remained misunderstood. If this distance is too small, such information will not be interesting for listener. Thus in each case, the presentation of information must be optimal and that is why the reasoning is never impersonal, mechanical and insurmountable, but only stronger or weaker.

Argumentation in business conversation, negotiations - is an attempt with certain statements, evidence to convince the interlocutor or opponent to change its position or beliefs, and to accept our position. Argumentation – is in verbal or written form given statements directed to the interviewer's mind with purpose that he will evaluate, adopt or reject them. This can be achieved without violence - only by persuasion.

For example. During the business meeting of supervisor and subordinate, supervisor states: Since the crisis led to a considerable decrease in our production sale in foreign markets, and we are forced to 3-fold reduction in production volume, we have to halve your salary in a half - there is no alternative.

So a thesis "we have to halve your salary" is based on two considerations: significantly reduced our production realization and we are forced to 3-fold lower production volumes. The subordinates free will is not limited, it does not preclude discretion (to remain there for half the salary or to look for another job), or otherwise evaluate the proposed solution (by subordinate this situation may be evaluated as follows: whereas relations with the manager have always been strained, so using the crisis he attempts to get rid of him).

Reasoning is characterized by:
- examination the linkages between the thesis and its underlying justice claims, rather than the reasoning by which the thesis is formulated and presented, (In the above mentioned example, the relationship needed to examine are between the thesis and its underlying claims. Unnecessary to examine bad relationships between superiors and subordinates and a reduction in salary);
- targeted activities: efforts to strengthen or weaken the interviewer's, the opponent's beliefs;

- it is a social activity, as directed to another person (or other people);
- it focuses on dialogue and activates the other side's response to the allegations;
- considered that the other side is rational, be able to evaluate intelligently the arguments they accept or deny and reject.

Given the previous example, a possibility exists that a subordinate will not believe in the arguments put forward and will ask to show the necessity of reduction of product sales in foreign markets and the output by 3-fold.

As pointed out by R. Bubelis and V. Jakimenko (2004), "The proof from the argument differs by form: the proof is always a monologue (one argues, the other just listens), but the reasoning is the dialogue (which may be internal), resulting from the different opinions on the matter and approaches with the intersection of the acquirer dispute and going into the form of debate and controversy".

In reasoning process some opinion is formed, some problem is fixed, trying to look at it from the positions of one and the other side of negotiating parties involved. At this stage, negotiators and other persons involved may try to change the already formed opinion (position), to strengthen the already formed or change a new opinion (position). At this stage, conflicts can be eliminated or reduced which are arising before the interview, negotiations, or during discussions, may critically evaluate the assumptions and facts expressed by one and the other sides. Currently, at this stage substantiation process of the roads for clear, exact, partial or general conclusions is formed for the decisive final round of negotiations – for a decision making.

According to Aristotle's verbal impact factors - *ethos, logos and pathos* - arguments can be categorized into *ethical, logical and pathetic*. Logical reasoning is called deductive and inductive reasoning, ethical - those which the author uses to create his image, pathetic - all the emotional appeal (Nauckūnaitė 2007).

Z. Nauckūnaitė (2007) divides the arguments based on what they appeal (intellect, emotion or aesthetic feelings), and divides into logical, emotional and aesthetic (Table 1).

Table 1. Arguments according direction of appeal (Nauckūnaitė 2007)

Statement	Every day must be lived meaningfully as…		
Arguments	Logical	Emotional	Aesthetic
	... Human life is short (average length - about 70 years)	... with God, you have not made the contract, for the goal that you we will see tomorrow (carpe diem ...)	... our days - as a celebration, as the flowering cherry…

Z. Nauckūnaitė (2007) writes that the appeal to common sense, is based on the reasoning's reserved. Appealing to emotions aims excite the senses. The appeal to the aesthetic experiences is based on the beauty of speech, stylistic originality, rich

and smooth language or elegant humor and wit. Logical arguments are most affect-ed by the mind, emotional - senses, and aesthetic - the imagination. However, as the Z. Nauckūnaitė (2007) mentioned, any argument creates and (stronger or weak-er) peripheral field (Table 2).

Table 2. Tripple influence of arguments ratio (Nauckūnaitė 2007)

Arguments Appeal to:	Logical	Emocional	Aesthetic
mind	◊ ◊ ◊	◊ ◊	◊
feelings	◊ ◊	◊ ◊ ◊	◊ ◊
imagination	◊	◊ ◊	◊ ◊ ◊

As pointed out by Z. Nauckūnaitė, most influential are emotional arguments, since their conceptual core is clearly seen sense thing, expressed in emotional lan-guage that works and imagination (both dim periphery effect). Logical and aesthet-ic arguments in turn may affect feelings. The findings on the impact in diagram shows that no matter what the argument is chosen, it will still have an emotional impact. Only influence of aesthetic considerations to the mind and effects of the logical reasoning to imagination are weak (Nauckūnaitė 2007).

R. Koženiauskienė (Koženiauskienė 2005) indicate that there may be four combinations of *evidence* and *convince* concept:

- to demonstrate and convince (perfect description language);
- unproven, but to convince (the illusion of justice);
- to demonstrate, but unconvinced (stop halfway - failing to object);
- unproven and unconvincing (complete failure).

Given that the evidence is only partial argument type, analogycally can be made four combinations of definitions *argued* and *convincing*:

- argue and persuade (based on the thesis and convince the audience);
- unsubstantiated your thesis (argument), but to convince the audience;
- based on your thesis (argument), but unconvinced;
- unsubstantiated your thesis (argument), and unconvinced audience.

Goal of reasoning - to affect by reasoning the opponent so that he will change his opinion. Whatever may be the effect of reasoning? Micič (1987) identifies three levels of exposure (Fig. 2):

- Treatment with 100 per cent, when the interviewer's, opponent's opinion is radically changed, his postion "no" becomes "yes" or "yes" becomes "no." In order to achieve such a result requires a substantial effort and strong arguments. Sometimes it is difficult to achieve only in one conver-sation, especially when negotiating is on major problem.

- Treatment with 50 percent, are based on the arguments and reached a partial interlocutor's, opponent's position change, from a clear position "never" available to the partial compromise "has no" or "maybe" or a compromise position "may" become a strong position "yes / no".

Argumentation is the toughest stage of negotiation or disciplinary interview that requires a lot of knowledge, focused attention, inspiration, drive and culture in formulating and articulating claims. In addition, during the process we are dependent on the interlocutor or opponent. Only a demagogue in talks or conversation can turn his interlocutor into his wishes object. In civilized conversation, negotiations shall be treated on the contrary - we have to pay attention to the interviewer, opponents as well as on your own, regardless whether or not we consider him as opponent or congenial.
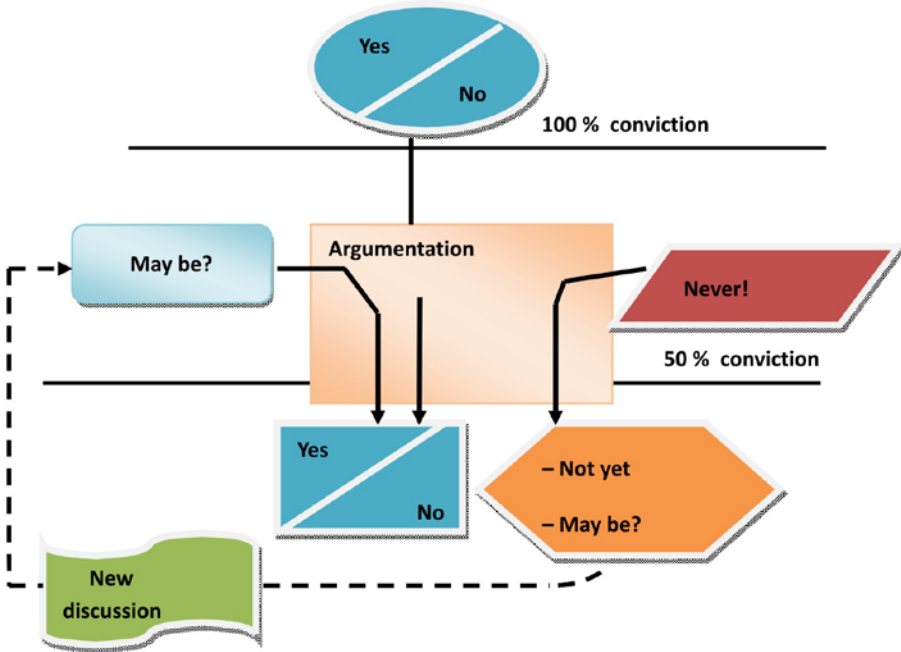

Fig.2. Possibilities of talkers view's changes (Micič 1987)

If we wish effectively manage the process of reasoning, in any case we have effectively to dispose with accumulated material and clearly identify the intermediate and final results that we want to achieve. Since reasoning is a dialogue, it is always necessary to consider and take into account the interviewer's or opponent's position. What does he seek? What are our reasoning capabilities? What are the minimum and maximum of our aspirations? If events could take an unfavorable direction, as we retreat not to fire bridges back and leave the opportunity to chat

with this material and continue negotiations? Or in this case a compromise is possible?

Therefore, it is necessary to prepare in advance arguments and tactics to create a coherent marketing arsenal in order to allow for negotiations to achieve its objectives. It is necessary to think about what an opponent can provide for us, and how to bend it into our side. Therefore, it is appropriate to model the reasoning process in advance and rehearse. Figure 3 (Micič 1987) presented a set of questions to keep in mind, check before starting to argue, regardless of whether there is supporting arguments or contrarguments. We have to consider each of these points in preparing for negotiations.

Argumentation is divided into two types:
- proofing reasoning, when you want to prove or to substantiate something;
- contrarguments, which are denying the claims and beliefs of interviewer or opponent.

For both types, the same methods are used:
- a detailed investigation and analysis of all the facts and data that will be used in an argumentation;
- rejection of possible inconsistencies and illogical statements;
- clear, logical formulation of conclusions.

It is also important to notice definition of arguments quality: the best arguments are these that are based on clear rules and reasoning on the matter, good details and circumstances, knowledge and ability in advance to imagine specifity and precisely what is going on.

We can not expect success in negotiations or conversation after we have argued and proved our claims or position, if we still haven't convinced the interviewer or the opponent. In order to convince we need to use rhetorical techniques. As R. Koženiauskienė is writting, "rhetoric in the broadest sense is kept as mass communication and is typically called as persuasive communication theory. This definition of rhetoric is also versatile, as best suits to the direction of the primordial Greek rhetoric - the art of persuasion definition… Under this direction ... the object of rhetoric - various oral conditions and forms of communication and rhetoric - it is the science of persuasion techniques used not only for eloquence, but for all sorts of genres and texts, whose authors seek effective, or influencing communication (Koženiauskienė 2001).

In negotiations rhetorical techniques aim to influence the interlocutors or opponents mind, will, feelings, emotions, and thus force them to believe in what they say. To convince are taken all relevant affirmative personal qualities - intelligence, thinking, culture, shared expertise, professionalism, competence, ethics, temperament, aesthetic appearance. According to D. Carnegie (1992), personality is more important than a high intelligence in trying to succeed. "The speech includes something more than words, and that something has a meaning. Not so very important what you say, but it is more important - how you say."

Persuading of the opponent starts from the arguments, the proving. Persuading is based on logical reasoning and evidence - facts, figures and documents that can appeal to dignity, honor, conscience, morality, morals, trying to affect interviewer, the opponent's thinking, beliefs, opinions. "The goal of persuasion – is to change a person's attitudes, opinions or behavior without using violence. Convincing is the effect to a person, without limiting his free will, does not exclude the possibility of discretion and evaluate the proposed solutions and their justification. However, persuasion should not be related with psychological (oratory, stylistic, etc.) factors, as always the most important element is the rational logic impact to the human mind, rather than feelings and emotions" (Bubelis, Jakimenko 2004).

Fig. 3. What you need to check once again before argumentation (Micič 1987)

The manipulation is often used in negotiations. Manipulation in negotiations - that's such effect which tries to install to your opponents or the interviewers psyche such goals, desires, intentions and attitudes that really do not meet his needs. The goal of such impact - to subordinate opponent for our interests so that it would appear as it is for his own interests. Each negotiator must be aware to recognize manipulation techniques in the negotiations. Understanding that the other negotiating parties deliberately do not use the very fair way to achieve the result, it will be easier to counter arguments and steer negotiations to creative and more realistic direction. H. S. Jacobsen (2006) systematized and described the unfair bargaining practices, which are conditionally named "dirty dozen" - 12 not fully honest and are not acceptable at all, but still existing measures.

Interviewer very often use bluffing in talks for convincing opponents. Bluffing is an integral part of the negotiation, when each country has limited information. Bluffing is used to increase the uncertainty surrounding in the negotiations, more doubts, because none of the negotiating parties do not have a full, detailed information. Larger doubts are closely associated with a higher risk and risk - with money. For signs of a bluff you need to look to the opponent's face or body language. However, bluffing is not a lie - it obviously never will mislead.

Hypnotism is another element of impact to the interviewer, opponent. After convincing interlocutor, opponent, you will try to instill, inspire a process, ignite and cause enthusiasm to act. Hypnosis, *suggestion* (in Latin suggestio, *-onis* mean addition, deliver, inspiration) - impact on feelings, senses, thought, action. Thus, the affected person receives information not fully evaluating it critically, unconsciously, without logical treatment, sometimes against his will. Suggestion affected person may take the decisions against his well-established standards of behavior, performance principles. Suggestion is transmitted orally, and is reflecting the person's facial expression, action has an additional effect. The degree of individual human suggestion is called sugestibility.

Sugestibility is characterized by psychomotor and mental functions suggestion, particularly with the feelings, sensations, perceptions, evaluation, and thinking. Suggestible person at a given time or a given situation because of incomplete independence, insecurity is encouraged to take someone else's opinion, evaluation model of information, statement. The affected by suggestion person's consciousness installe information, hardly is giving up for revaluation, realization and correction. Hypnotism can be applied also in normal human communication and applying specifically can be forseen communicative effect. The highest form of suggestion is hypnosis. Hypnotism is often used for advertising, fashion, innovation, introduction, promoting religiosity, and so on. Hypnosis is often used in medicine to treat patients (psychotherapy, pain management, positive thinking, etc.).

3. Verbal influence in the bargaining process

Human communication takes place in different forms which are verbal and nonverbal. Many researchers believe that the verbal channel is used for transmission of information, while the nonverbal – defines interpersonal relations, and even sometimes perform the function of an oral report.

Verbal communication – is interactions, informational behavior by using symbols of speech between two or more people for expression of ideas.

Verbal communication takes part when negotiation is going with the help of spoken and written language symbols. In theory, a business conversation is, or at least should be, a set of deliberately chosen words with the help of which one or more interlocutors want to influence the other participants or their group, having the aim to replace the current situation or relationships, that is to create a new situation and relationships. Nonverbal communication is going by the transfering in-

formation with the help of images. This can be the language of signs, the language of actions, gestures, appearance, and quality of voice, facial expression, and division of space and time allocation.

The main functions of verbal communication are:
- information (transference of information, ideas, letters of intent);
- campaigning (promotion, request);
- emotional (feelings).

We need to ensure effective transference of information in verbal communication. The main types of verbal communication – language, writing and communication by electronic means, so – by written and verbal means. Written communication takes place when the writing is used for the transmission of information. The writing – is convenient and for writer and for reader, because we can read and write as soon as we want. In the case of business negotiations and business meetings the emphasis is on oral verbal communication in the view of objective and formal context. Further we shall discuss the importance of effective speaking, skills and possibilities of their development.

Speaking – this is particular improvisation. On the contrary to the writing, there may be surprises – unforeseen reactions of interviewer, environmental changes, and finally – even violent coughing attack, which can make to stop the meeting.

After all, not always it is possible, to choose a convenient time for speaking, to suppose prepare for all possible topics and the ability to express thoughts. For these reasons, the sender is more controlling his written message. Writer has more time for clear expression of thoughts and talker – can use and unclear terms.

During writing process collection of material is taking part, meditation on the problem is going, planning and later on everything is transcribed – there are the tasks for which speaker has no time. A great distance is maintained between the sender and the recipient in writing – the feedback may be delayed for hours or even can't exist. The big difference between speaking and writing is that talking does not leave any traces – records. For this reason in a formal communication the greater reliance is on written information. For example: it is recommended to choose a written communication methods and tools in times when rumor is gliding and misleading information is spreading.

However, verbal communication can be much more effective in seeking to influence other people's opinions and to reach an agreement – because the speaker and listener are interacting directly, the speaker gets immediate feedback and can adjust his message to the situation. Meanwhile, a person, for example after writing a letter, may find himself in a situation where much is too late already.

The communication content according to the process of negotiating can be distinguished into 5 main verbal ways of communication:

1) an interpretative communication - we inform interviewer about meaning of one or another phenomenon, or situation, according to our opinion.

2) in case of the maintenance communication we seek to show for others that we wish good and that we are trying to help.

3) researching communication – it is striving to get more information about the interviewer, the listener, the negotiating partners.

4) mutual understanding – it is such communication when we are trying to understand better what other people say or feel.

5) communication on evaluation means that we are trying to evaluate the speaking of any person, thing, phenomenon, situation and assigning them to a specific category: we say that it is good or bad, right or wrong, appropriate or inappropriate.

Verbal communication – the main component of business communication and an important part of the business itself: the higher promotion we would like to achieve in an organization and higher scores we desire to achieve, the more we must know about communicating. Through verbal communication we can disclose the professional expertise, to create an image and to overcome the competition. The same can be said about effectiveness of business negotiations or business meetings.

We can easily understand each other when we speak in the same language. Otherwise it can be said that we are talking in understandable words (codes) of that language. People can't communicate with each other if these codes are not understandable for them. If one person talks and other person can't understand him completely in the language he is listening, so of course they can't communicate. However, misunderstandings can occur by communication in the same language also. The same words often have different values, so people can understand them differently. An example might be the technical terms, slang. Some of the words are always normal and acceptable for somebody, and for others – only in a certain situation. Taking this into account and making communication more effective it is important to harmonize and standardize the values and meanings in verbal communication. It is important to be able to generate and keep the opponent's interest in bargaining process. For this purpose are appropriate: "proportional" talk strategy and tactical actions of "retreat". Here, it should be taken into account the fact that our opponent is curious: he wants to find out, to know more. In case if we shall give him everything "on the plate" – we shall take out from him possibility to make his research for getting answers to his own questions. Attention of opponent will be awakend only then, when we shall let him to assert. On longer business negotiations or business meetings to arise interest of the opponent can be achieved in engaging him repeatedly, then retreating a bit and seeking to maintain the necessary tension in the bargaining. This will help for your opponent to do the steps needed to identify the important things for him. It is important to maintain the dynamism of the conversation in bargaining process. For this purpose can serve the prominence of certain parts and elements. As pointed out by Stefan Spies, dynamism can be created by rotation of status: from descend time to time, and allowing for others to participate more actively in chat, to collect required information and try to break moderation panel of opponent.

Then again it should be useful to make a slight rise to a higher status and try to provoke, critisize, or to make interest of a negotiating partner in your offer. Our

body can help to create dynamism also, if we shall give for our opponent we will give possibility to express him, but we shall take it back again after all (Spies 2006).

4. Nonverbal influence in the bargaining process

93 per cent of human exposure is determined by body language and voice (Spies 2006). As pointed out by Stefan Spies, "thoughts are managing signals of body rather than external stimuli, so only the inner sense helps to reveal itself in the work and in personal life" (Spies 2006). On the other hand, the body's position and posture of human functioning will influence emotional state with his surrounding world, so it is of great importance in their mutual relations. Body posture not only creates a certain impression about us for interviewer or the audience observing us, but acts to self-understanding, setting of our own goals and choice of behavior strategy. The acquaintance is often initiated through body language (synchronization of body position, migration, and handshake). The business acquaintance can be established through nonverbal language also! It is the ability to feel the interviewer, and even to predict its next movement (Aguinis *et al.* 1998).

Most gestures of the nonverbal behavior are developed and their values are dependent on culture. In the entire world, some of the basic communication gestures are the same. When people are happy - they smile, some sad - become morose, when become rage - look angry. Nonverbal signs of different nations are different. The same gesture in one nation can have a special meaning, while in the other it could not mean anything, or express an entirely different thing. Sometimes it's difficult to say whether the gesture is genetically determined or culturally acquired.

Nonverbal communication (nonverbal or body language) – it is the form of the body's communication, expressed in unconscious or conscious gestures and postures. Nonverbal language helps in these cases when the words do not provide sufficient effect. Sometimes body language can speak louder than words. Silent signal can speak louder than words. Research has found out that most of the information is transmitted in nonverbal signals. The main reasons why the nonverbal communication always attracts special attention among scientists are:

a) the nonverbal language is more universal (you may not know any other language or in general do not speak, but with the help of body language you can explain that you are hungry, hurt, or even ask for directions), in addition, different cultures express basic emotions in the same facial expression;

b) nonverbal language is more convincing. We are talking in voice, but we are communicating by the whole body;

c) confirms what a partner have expressed in words, or – on the contrary it is harder to hidden nonverbal language, issuing the feelings, emotions, directly reflecting the physiological responses that can highlight what you

want to hide in the chat, revealing the changes of emotional state of communication;

d) provide information about the emotional state of participants. It is the easiest way to transfer dissatisfaction, satisfaction, pain, sympathy or atipathy for each other. Children are perfectly capable to open themselves by body language before learning the verbal language;

e) shows the evolution of emotional state during communication;

f) it is largely determined by the first impression – creates trust in business relationship, or otherwise, causes a lack of confidence. Nonverbal language confirms the words which a partner have expressed, or vice versa.

Thus, our inner attitude reflects in our body language always. Therefore, we have to work with them selves – we need to try being calmed, restrained, dignified, unstrained, and selfconfident.

If we will apply pressure in the business negotiations, opponent exerted the pressure will retreat – and we will not attain the desired effect.

All the means of verbal and nonverbal influence will be wasted if there will be the elements of lowest pressure and coercive. We can achieve good results only when in the focus will not be a transaction, but a person will represent it (Spies 2006). You need to control your body – may be it is sending for opponent an easily visible signs about our desires for him. If he will feel that he is "pushed into a corner" – your behavior can seem for opponent inappropriate and bothersome.

We must not forget that in bargaining process we have to give possibility for expression of opponent constantly: to remain silent and to listen to him carefully. However, if you choose not to remain in silent while our body will be too active, will show signs of impatience or we shall come too closer to the speaker and thus we shall prevent him from speaking – our negotiations or business meeting may not be sufficiently effective. The opponent may get the impression that we just assume to be silent, but actually are listening only of politeness and not paying enough attention to him.

If we want to understand what is speaking our opponent's body, we must monitor not only his movements and gestures, but also how they are changing. The changes of language of opponent's body captures the moments when his position is changing. Therefore, we must carefully monitor the bargaining process, when and why this is happening. The body of negotiating partner is like a litmus test which shows whether the actions we have chosen are effective or not. There is no need for constant monitoring of all the opponent's movements and expressions, as during negotiations, business meetings we need to think about the object of negotiations or the talks. However, the most important thing is to fix those moments when reactions of opponent are changing during the period of listening.

5. Conclusions

1. In negotiations are used such methods for negotiator's positions substantiation: proving, reasoning, bluffing, manipulation, persuasion, suggestion.
2. Proof in negotiations is - finding justice approach based on logic rules and other statements, the correctness of which is already known.
3. Argumentation in negotiations - is an attempt with certain statements, proofs to convince the interlocutor or opponent to change its position or beliefs, and to accept your position. Argumentation – in a verbal or written form given statements which are directed to interviewer's mind that he will evaluate, adopt or reject them.
4. Interlocutor, persuading the opponent's argument starts from the evidence. In order to persuade the basis logical arguments and evidence are - facts, figures, documents, can appeal to dignity, honor, conscience, morality, morals, trying to affect interviewer, your opponent thinking, beliefs, opinion and emotion. Persuasion's goal is - to change the human's attitudes, opinions or behavior without the need for violence. Convincing is such effect to person which does not limit his free will, does not exclude the possibility of discretion and evaluates the proposed solutions and their justification.
5. The possible combinations of definitions to argue and convince:
   - argue and persuade (based on a thesis (argument), and to convince the opponent interviewer);
   - do not base your thesis (argument), but to convince the opponent interlocutor;
   - to base your thesis (argument), but unconvinced;
   - not base your thesis (argument), and unconvinced opponent, interviewer.
6. After convincing interlocutor, opponent, you will try to instill, inspire a process, ignite and cause enthusiasm to act. Suggestion – are effects to emotions, senses, thoughts and actions.
7. The main reasons why the nonverbal communication always attracts special attention among scientists and in everyday life communicating are:
   a) the nonverbal language is more universal (you may not know any other language or in general do not speak, but with the help of body language you can explain that you are hungry, hurt, or even ask for directions), in addition, different cultures express basic emotions in the same facial expression;   b) nonverbal language is more convincing. We are talking in voice, but we are communicating by the whole body;
   c) confirms what a partner have expressed in words, or – on the contrary it is harder to hidden nonverbal language, issuing the feelings, emotions, directly reflecting the physiological responses that can highlight what you want to hide in the chat, revealing the changes of emotional state of communication;

d) provide information about the emotional state of participants. It is the easiest way to transfer dissatisfaction, satisfaction, pain, sympathy or atipathy for each other. Children are perfectly capable to open themselves by body language before learning the verbal language;

e) shows the evolution of emotional state during communication;

f) is largely determined by the first impression – creates trust in business relationship, or otherwise, causes a lack of confidence. Nonverbal language confirms the words which a partner have expressed, or vice versa.

8. It is important in negotiating process to maintain the dynamism of the conversation. For this purpose may serve prominence of certain parts or elements. It is very important ir bargaining process to fix those moments when listening to the reasoning or contrargumentation, the opponents' reactions are changing, which indicates whether our selected actions and sanctions are fair, effective, efficient or not.

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