

COMMUNICATIVE STRATEGIES AND TACTICS FOR A SUCCESSFUL BUSINESS NEGOTIATION PROCESS ACCORDING TO THE PRINCIPLE OF CATEGORICITY

The *problem*: negotiations can be defined as an exchange of views with the aim of achieving a mutually acceptable agreement. Business negotiations are the means that generates and effectively supports the image of the company. A successful and professional negotiation extends positive information field about the company, helping to attract the attention of potential customers and partners. Any negotiations are the process of effective interpersonal communication with the use of communicative skills and adjustment to the character of the individual partner.

The most important part of the negotiation process is the dialogue of the parties, their effective interpersonal communication. Communicative abilities of the negotiators, the ability to communicate, to make contact and to hold a conversation, largely determine their success in general.

The subject of my research is quite *actual* for the awareness of the importance of negotiations in the development of any business is growing in the business community as well as an understanding of the role and significance of the improvement of the culture of successful holding of the negotiations process.

The *aim* of my research is to detect strategies and tactics for an effective negotiation process and goal achievement by analyzing the principle of categoricity.

My research is based on the review of scripts of business negotiations as well as the manuals on successful business management (74 units).

As a result of the research following *conclusions* can be made:

The usage of the principle of categoricity can to a great extent influence the negotiations process. It can become a means to achieve an agreement or, vice versa, to break up the relations between the parties of a negotiation.

The aims of the usage of the principle of categoricity in the negotiation process are as follows:

- to minimize confrontation between the parties;
- to declare one's willingness/unwillingness to argue on the certain question;
- to announce one's agreement/disagreement on the issue;
- to show one's corporate status (if the negotiation is held within one company), etc.

The frequency and intensity of the usage of the principle of categoricity during the negotiation process is to a large extent dependent on the gender, corporate status of the speaker and on the stage of the negotiations.

During the negotiation process following means for achieving the goals of the parties can be used (with the regard to the principle of categoricity):

- tactic of combining "hard" and "soft" position;
- usage of emotional pressure in the form of direct and explicit questions "point-blank";
- usage of comparatives of adjectives (to lessen the categoricity of the utterance);
- usage of rhetorical questions;
- change of the intonation, pace and pitch of the voice of the speaker, etc.

The negotiation technology is to a great extent influenced by the mentality, national styles, methods and techniques of business communication, culture of verbal behavior in a society as a whole.