PERSUASIVE COMMUNICATION IN LOGISTIC NEGOTIATION
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Abstract
Negotiation logistics, specific form of negotiation alongside the media phenomenon, the phenomenon of political etc., uses persuasive communication: persuasion. Of the four operations of persuasion (lies, seduction, fiction and myth), the logistic negotiation mainly uses lies and seduction. However, from the persuasive maneuvers the “door in the nose” (“door-in-the-face”) maneuver is the preferred one (originally is required a high price for quality is not worth it) and "low ball" (low-balling) (originally is required a small price for high quality). The persuasive nature of negotiation is illustrated with examples of using the "low balling" maneuver.
Classification: D23, L14
Key words: persuasion, logistic functioning, logistic negotiation, communication, door in the face, low balling

I. Introduction
I.1. Considerations on the Logistics of the Company
The logistic functioning of the company with its other functions essentially includes all activities of the specialized personnel (director of logistics and logistics operators) which aim to offer the customer the necessary product when needed, where needed, in the quantity needed and with a correct price-quality ratio. The complexity of the company logistics requires piloting activities, information activities and activities of operational logistics (Fig. 1).
To achieve a good level of performance in logistics activities the creation of the logistic product and ensuring the planning, piloting of the logistic operations are required.

Derived from the trends of the company's overall strategy, logistics sets the general guidelines in accordance with the aimed performance level. In particular, work levels should be defined embedding not only the expectations of the market but also the competition performance (Fig. 2). Therefore an efficient logistic system is built based on a clear definition of its objectives in terms of service.

![General strategy of the company (Task setting)](image1)

![Logistics strategic tasks (Performance level)](image2)

**Fig. 2.** Logistic objectives positioning

The following is required Dima I.C., Skowron MN, Modrak V., Grabara J. (2010): **Specifying the three dimensions of the logistic service**

- **Service dimension under "constant flow"**. This dimension covers all daily "normal" activities that may be well known in advance and requires commitments relating to meeting the deadlines, to the reliability, to the performance homogeneity, to capacity, to availability, to the conformity of the tracking, control and administration documents.

- **Service dimension under "random or transient flows,"** is really about the activities of unpredictable nature or influenced by the changes. Proper management of this dimension leads to specific commitments in the range of response (adaptability, and flexibility), to the ability to adjust quantities and act on the nature of deliveries.

- **Dimension of logistic and commercial interface**, leads to the establishment of the performances that are the responsibility of the logistics and that are directly integrated to the commercial firm/customer relation, applying both to the continuous flows and to the transient or random ones, overlapping the other two dimensions (Fig. 3).

![Logistic and commercial interface service](image3)

**Fig. 3.** The three dimensions of the logistic service
- Setting of the logistic services level

The setting of the services levels is based on the defining the notion the job level is attached to. The notion of service is a concept that was broadcast in the company in a systematic manner, but used as a mean of communication and awareness has not always benefited from a rigorous definition. For the successful completion of this problem it is widely recommended the use of a questionnaire for better understanding of the customers’ expectations. This questionnaire informs on the customers’ demands relating to the service level expected from the logistics (Fig. 4). Such results correspond to the elaboration of the terms of supply according to the part of the global supply in which logistics has a leading role.

![Diagram of service level comparison](image)

**Fig. 4.** Comparative representation of the service levels

- Delimitation of the objectives of tasks

A level of service is not likely to be achieved unless performed in all the stages of company involved in its implementation. The level of global service proposed to the customers is shown in the sum of the objectives of fields. Once the strategic guidelines of the company established and those of the logistics set, strategic orientation schedule may be supplemented by defining guidelines on the logistics subsystems.

Making of the "logistic" product is making it so capable that it is possible to integrate itself into the flow, including specifying all necessary components of his subsequent piloting. The product is designed not only in its industrial size (with inherent technology concerns and of production technique), but with a certain logistic dimension. This concern is especially important as the product is able to generate during his life to the client, a level of logistic consistent activity (spare parts, repair). Since the product design stages, logistics should be resorted to, thanks to Integrated Logistics Support application methods (SLI), of the product Dima I.C., Modrak V., Grabara J. (2010).

The entire activity of logistics relies on the logistic negotiations, inconceivable without proper communication.

I.2. Logistic Negotiation and Communication

Francis-Luc Perret shows that logistics has evolved from simply defining "as process of moving and positioning inventory to meet customer requirements at the lowest possible
total landed cost" to "a larger vision embracing not only cost but also a quality management and service provision" Perret F.L. (2007). Logistics must therefore be understood as a matter of "cost" and "quality". To obtain a product with a convenient factor "cost-quality ratio", the buyer initiates a logistic negotiation. It is the establishment of logistic relationships through negotiation.

As you know, negotiating is a process of commensurating objects, objectives or ideas. In this context, communication is configured as sharing, according to etymology "communico, -are" is "sharing". Logistic negotiation is performed upon things or services. It consists of "sharing" in order to agree on a "cost - quality ratio."

As a specific form of social-human interaction, the logistic negotiation definition includes communication. Thus it is possible to evaluate the communication as an indispensable element in logistic negotiation. Communication is thus critical to the existence and efficiency of the logistic negotiation. Y. Y. Uygun and A. Schmidt (2011) take into account the communication as the basic element of organizational interaction. Having as fundamental system of coordinates communication and coordination, cooperation is evaluated as "the highest level of collective human or organisational interaction " Uygun Y.Y. (2011).

I.3. Communication, Conviction, Persuasion

It is well known that "sharing" is the active and etymological essence of communication ("communication" comes from the Latin "communico, -are" which meant "sharing"). The specific form of communication that is used in logistics is negotiation.

Communication starts with the premise that man is a influenced being, permeable to influence. Any influence occurs through communication. From the perspective of social influence, communication has two methods: convictive and persuasive. The convictive influence way is the way of demonstration, of powerfull arguments, the way of the strictly and rigorously or logical applied reasonings. But man is not entirely a rational being. People communicate not just to argue or make demonstrations. They communicate in order to share an experience, for the agreement on some values, on a price, on certain actions. They communicate to transmit knowledge, to make known impressions, to communicate by consensus opinions, attitudes and behaviors. The demonstrations cover necessary things. But human life is not exhausted by the necessary things. The being has emotions, feelings, passions, needs, desires that are not rationally necessary even if sometimes they reach the stringency limit. The conviction way does not cover everything that is human. In the affection, emotions, passions and consent area the persuasion chairs. The persuasive approaches, although addressed to reflex, are also the result of reflection. Persuasion is a step with a specific operational technology. Four fundamental persuasive operations are delimited within it: lie, myth, fiction and seduction.

The opposition persuasive/convictive (argumentative, demonstrative) is the fundamental premise in exploiting the different types of speech. J.-M. Adam and M. Bonhomme, for instance, in "Advertising Argumentation" (2005) stop over "more persuasive than the argumentative nature (...) of the advertising discourse." Adam J.M. (2005). According to H.-G. Gadamer, persuasion is the art of inducing a belief "without being able to produce a proof" for what it is claimed. Briefly, persuasion would be a belief not based on evidence: "Convincere e muovere all assenso, senza essere in grado di addurre una prova, è evidentemente la scopo e la misura (...) dell'arte del discorso e della persuasione" Piazza F. (2004).

Persuasion embraces and, especially, appeals to argument and logic. As a rule, the persuasive argument is one without proof and circumscribes to a natural logic not bounded to the strictness of reasoning. Is strictly or mainly emotional or imaginative, and based on verisimilar and emotion, not on truth and proof Hülsmann M. (2007).
Mainly conviction is achieved by an honest argument thought as robust argument and demonstration. It is argued in persuasion too, however, persuasive argument relies on insidious arguments, on sophisms, ecleages and paralogisms. And when negotiation analysis comes from conviction and focuses on the idea of negotiatiable convictive communication, in pedagogical discourse will still prevail involuntarily the persuasive orientation. On the other hand, when is attempted, in good faith and responsibility, the transferr of the negotiatiable "know how", persuasion will still prevail. In logistics, M. Hülsmann Korsmeier B., C. Illigen, P. Cordes talk about "standardized and robust communication." Hülsmann M. (2011).

As a form of persuasion emerges logistic negotiation in which persuasion prevails. Secondly, following this direction, it arises that logistic negotiation is an informational intervention driven by an interest external to direct communication. In its configuration of persuasion, the logistic negotiation is enforced as a way of satisfying some economic commands, in any case not before all communicational. With negotiation, communication clearly surrenders to persuasion. There is no negociation entirely and purely persuasive.

The logistic negotiation is where two communicational consciousnesses act: one, in minority, of conviction and another, prevalent, of persuasion intended and presented as conviction. Therefore, logistic negociation develops from persuasion (lie, fiction, seduction, myth) and conviction.

II. Content

II.1. The Logistic Negotiation System

Any logistic negotiation system mainly consists of the acquirer, supplier and a set of relationships. These relationships allow the two actors to enter and remain in contact in order to achieve the role performance and fulfill the negotiation objectives. The fundamental condition of the negotiatiable-logistic relationship is the capability to communicate in a specialized manner in relation to logistic interest.

The logistic negotiation is part of the following requirements of prototipicality:
- The subject of communication is undergoing a process of trading;
- Between the acquirer and the supplier is established a negotiatiable relationship of logistic type;
- The triggered interaction mobilizes specific negotiatiable communicational objectives (the interested knowing of the negotiation elements, the mainenance of a transactional relationship, persuading the counter-negotiator in order to change opinions, attitudes or logistic behavior, of acquisition-supply);
- Communicational instance authorizes the use of persuasive techniques and procedures: maneuvers, moves and stratagems.

Therefore, in logistic negotiation we are dealing with negotiators bound in a negotiation relationship and stimulated by transactional purposes.

II.2. Purpose and Stakes of the Logistic Negotiation

The object of the logistic negotiation is to seek through communication the convenient proportion between cost and quality. Within it, as well as throughout the logistic problem solving, there can be, as M. Hülsmann and K. Windt show, two types of communication: "direct communication", "indirect communication". The specificity of the logistic communication is the result of the main object of interaction: deciding the price through a debate, contributions, performances, opinions or conduct in relation to the quality of a product.

Purchaser and provider debate the elements of cost and quality. In negotiation, the rarest case is that of providing a fair price for a legitimate quality. Usually, the negotiation experts considered that the major stake of the purchaser is to offer a lower price for a fair
quality: that is to persuade the supplier that that quality is not worth the basic price. The purchaser is motivated to accept a lower price for fair quality, because he knows that the supplier will almost always require a higher price than the right one for the offered quality. Therefore, the purchaser and the supplier are prepared to communicate persuasively: to persuade or be persuaded.

The negotiatable-logistic communication has specific stakes. First, to develop a negotiatiable relationship that allows the approach and the debate of a structure of logistic results. Then to implement the strategies capable of leading to the goals achievement. In this sense, the negotiatiable phenomenon is also governed by persuasive stakes. Beyond knowing and explaining the negotiatiable behavior of the dialogue partner, informative targets fall besides stakes. Since in any situation of communication the recipient is the one leading the destination's reasoning, we can define two types of message stakes: taking into account the recipient and the conviction or, in the worst case scenario, the persuasion of him in the direction of insuring the achieving of the personal aims.

The negotiatiable logistic discourse dresses up the economic and persuasive reasons in an ambiguous vocabulary and entails them in persuasive strategies-maneuvers. When the stakes are factic (triggering acts of purchase, for instance), they will rely on the springs of tactical persuasion and will leave in the background the strategic purposes.

II.3. Strategies and Stratagems, Tactics and Maneuvers of Logistic Negotiation

Logistic negotiation allocates much of the effort on achieving the practical purpose: obtaining a favorable price compared to the quality level.

The persuasive strategies in logistic negotiation control maneuvers and tricks in which prevails one or the other of the fundamental persuasive operations of pre-qualifying as a win-win negociation for anyone involved in the process of negociation, is a meta-maneuver, that is a maneuver projecting a reassuring negotiatiable demarche, an essential condition for developing the persuasive maneuvers. In our opinion, the fact that in overwhelming majority the studies on negotiation focus on the techniques, tactics, stratagems, negotiatiable maneuvers proves that negotiation is mainly a persuasive structure.

Mostly negotiation is controlling through maneuvers.

In the case of logistic negotiation the operation of the six weapons (reciprocity, consistency, social validation, authority, liking, scarcity) of persuasion can be illustrated like this: reciprocity (ie, I will buy from you, as you make a discount for me), consistency (I will buy from you, for I usually do so), social validation (I will buy from you, because you have good products and you are appreciated), authority (I will buy from you because, in this respect, I was advised by an expert), pleasure (I will buy from you because I like you as a person and as a supplier), "scarcity" (I will buy from you for, due to the good quality products, they do not run out). These "weapons" is each and everyone a persuasive maneuver.

III. Conclusions

The most commonly used maneuvers of persuasive communication in the logistic negociation are "door in the face" and "low balling".

Persuasive maneuver door in the face starts with a strikingly high cost compared to quality. By contrast, low-balling - the cost extremely profitable over the quality (also known as priming) is based on a highly affordable cost in relation to quality. The idea behind the low ball type handling is that "balls thrown at low height are easier to catch." Dafinoiu I. (1996). The priming shows an obvious configurational similarity with the "foot in the door." In these forms of persuasion, the one making the maneuver seeks to obtain compliance in relation to an application, obtaining the prior approval of an application less expensive. The similarity of the manipulative message that goes up to the limit that the “foot in the door” first gets a conformation to a minor request, but keeping hidden the real demand, while priming performs a conformation to a real demand, but keeping hidden the costs. The both maneuvers
are insidious, "foot in the door" hides a greater demand and priming hides the costs subsidiary to the request acceptance.

According to Joule and Beauvois priming is convincing an individual to decide performing a behavior whose real cost is for the moment hidden to him. The majority of primings occur in the commercial. The seller leads the client to make a purchasing decision hiding him some inconvenience, or throwing in his face fictitious advantages. The advertising and publicity industry uses this strategy. It is worth mentioning here the example of car dealers, who after the client has accepted the price, notify him that the price does not include a range of accessories and, if they are desired, an additional cost must be paid.

The priming message involves two decisions: the first decision is taken knowing the "listed" or presented costs; the second must be taken when actual costs are known.

For engaging in making the first decision, the subject is seduced by appearance, deceived by the price. In making the second decision "lying" occurs: now he is informed that the real price is higher. People tend to be consistent with them and to maintain a decision. Moreover, they insist on the decision coming after the initial decision. In priming case we are dealing with an inertial persevering in a decision whose validity has been questioned even by the fact that a second decision is required to be taken. Many types of priming begin with an innocent and insignificant question to which the manipulated answers, without experiencing any pressure, "yes": "Would you do me a small favor?" Once accepted the undertaking, the next step of the priming completion is already made. The manipulated may be required an expensive service which, if the request had been made without the little pace, he would have refused to do it. The primed individual has the impression that he would not be able to reverse his “yes” original decision after seeing the inconveniences entailed by his affirmative answer. Saved by priming are the one who have the lucidity to make two different decisions, and not two decisions of which the second would appear as required in relation to the first.

Priming and other forms of interpersonal maneuver could be avoided by isolating the two decisions required by the manipulative message launched in a behavioral manipulative event.

Classical priming means that "lie" refers not to the product (this is real and true), but to the cost: compared to the initial seductive cost, the real cost in the second sequence is higher. The actual product is displayed with two prices: one initial seductive price and the second a lying price.

When the product does not really exist, then we are dealing with bait. Most common example is the shop window or advertising. Let say very cheap and quality shoes are displayed. The seduced enters the store decided to buy. He is told that, in fact, the pair in the window is the only one left and that it has defects, but, if the defective pair is not wanted for purchase, in stock there are shoes as good as those. The manipulated sees stock shoes, likes them and wants to buy them, then he finds out that they are double the cost of the window shoes: far more than he expected. Most likely, entered in the store to buy "those" cheap shoes, the manipulated will come out with "other" shoes: expensive ones. Seduction is followed by a lie.

The classic priming is about a real product; authentic and available, the bait is about a real product, tainted or unavailable, or tainted and unavailable. With priming you get the object to another price, with bait you get other object than the one you have wanted.

The priming mechanism works as the manipulated feels compelled inertially to complet an undertaking entailed by his first decision To the manipulator’s progressive demands, the manipulated inadequately answers with an inertial decision. To the manipulator’s low ball, the manipulated responds with an answer of "clinging" to an initial decision. The perseveration in the initial decision has been also called the escalation of commitment.
Bibliography


