

The Absolute “must-do” Preparation

Why should they negotiate with me?		
What do I want from the negotiation?	My most desirable terms (aspiration point)	Rank order % (importance)
What is my Best Alternative to a Negotiated Agreement (BATNA)?		
What is my reservation price (walk away point)?		
What is my opening statement, move or offer?		

Avoiding Negotiation Deadlock

What interests might the other party/s have?
Create three (3) options which mutually benefit both me/us and them
What concessions might I make?