

TABLE 4.3 | Negotiation Planning Guide

1. Define the negotiating goal.
2. List the major issues in the negotiation related to achieving the goal.
3. Define their relative importance of each issue, and define the bargaining mix.
4. Define the interests.
5. Define the alternatives (BATNAs).
6. Define your limits, including a resistance point.
7. Describe your understanding of the other party's goals, issues, and resistance points.
8. Set your targets and opening bid.
9. Assess the social context of the negotiation.
10. Outline how you will present the issues to the other party: what to say and how to say it.

build commitment to the agreement negotiator and the other party have to ask: can be happy with, or at least accept, needs to do what once the agreement is reached and new questions exist. Flaws here, and the deal may have to be re-negotiated, or the courts.

generally prescriptive—that is, this is the best case for why this is so. However, negotiators frequently deviate from this advice according to his or her national culture. Negotiators typically view the process as a much relationship building or planning implementation. In contrast, Asian negotiators build and then truncate the relationship.

In negotiation, we now turn to describe

### GOAL:

game playing or the dramatics. We define negotiation as the planning that takes hard work through considering the

### GOAL:

and defining the bargaining mix.

is, issues, and resistance points.

example, who is at the table, who is negotiating outcomes, and who is leading the process.

These steps in detail (see also a chapter to plan one's own negotiation).