

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.