

Date:

Parties:

OUR SIDE

THEIR SIDE

INTEREST

Our Interest

What really matters? Why?

Their Interests

What might be their underlying reasons?

GOALS

Our Goals & Priorities

Must:
Ideally:
Tradeable:

Their Goals & Priorities

Our estimate of what matters most to them

OPTIONS

Options for us

How can our interests/goals be satisfied?

INTEREST



OPTIONS

Options for them

How can their interests/goals be satisfied?

INTEREST



OPTIONS

INFO

To share with them

What information do we share/not share?

To ask them

What information do we need/questions do we ask?

POWER

What is our BATNA (Plan B)

What options do we have if this negotiation fails?

How can we improve our BATNA?

What is their perception of our BATNA?

What is their BATNA (Plan B)

What might they do if the negotiation fails?

Do we have information that influences their BATNA?

NUMBERS

Our Numbers

Target Price

Limit Price
(max/min walk away)

Opening Price

Shall we open? YES NO

Their Numbers

Estimate of their Limit Price



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