



NEGOTIATION PLANNING CHECKLIST

The art and science of negotiation are never more harmonious than in the preparation stage of negotiation. Preparing to negotiate is the first and most important part of the process. It is often overlooked or taken for granted.

Here is a quick checklist, taken from our Negotiation Planning and Preparation Worksheet. You may not be familiar with each term, but after completing our Advanced Negotiation Workshop, you'll not only understand what they mean, but know how to use them to prepare for any negotiation, no matter how sensitive or complex.

- Interests:** List the parties' interests to be satisfied through negotiation.
- Value Creation:** Options available to create value for the other side, e.g. time, risk shifting, distribution, financing, partnerships, coalitions, location and contingency agreements.
- BATNA to WATNA:** The BATNA is the next best alternative to a negotiated agreement and contains each side's source of power.
- Information Gathering:** Sharing information creates trust and builds momentum but may diminish results.
- Culture and Gender:** Crossing borders, whether it is a neighborhood, state, or county may impact the negotiator's style and expectations, as may be the case with gender differences.
- Issues:** Rank issues using a weighted score of 100 points to distribute your side's preferences and priorities. Anticipate the other side's values.
- Relationships:** Consider the importance of likely future dealings with the same party against the importance of the issue.
- Target Outcome:** Reasonable (but optimistic) outcome expectation from this negotiation.
- Reservation Point:** Point of indifference where negotiations cease and elect either their BATNA or agreement.
- Proposal Packages:** Identify realistic multi-issue proposals that might help close the deal or move the negotiation forward.
- Legitimacy:** Objective measures used to evaluate offers and demands, such as industry standards, public documents, statutes, and scientific studies.
- Opening Statement Strategy:** The first few minutes sets the negotiation agenda as well as the adversarial, problem solving, or hybrid tone. The first offer or demand sets the anchor.
- Framing:** The language used to define the proposal or issues will have direct effect on the negotiation and final results.
- Post Negotiation-Negotiation:** Not an oxymoron. After reaching an agreement, discussions often lead to insight regarding other terms that might be of mutual value.