



Checklist negotiation:

List what you know (facts)

List what you think (assumptions)

Describe your RV (Reserved Value)

Describe your BATNA (Best alternative to negotiated agreement)

Describe the other's RV

Describe the other's BATNA

Describe what your primary interest is

What is your first bid?

The negotiation objective

Describe what you can offer

Which value does it have for you?

Which value does it have for the other?

Describe what the other can offer

Which value does it have for you?

Which value does it have for the other?

Draw APA (Area of possible agreement)

