



## Your negotiations' worst enemies

1. You are unaware of your assumptions
2. You are not conscious of your alternative if there is no deal
3. You have no idea what you want at the minimum, or what you want to give at the maximum
4. You have no clue what your negotiation partner's alternative to an agreement is
5. You have no idea what the other one wants as a minimum, or what wants to give at the maximum
6. You have no overview of the negotiation parameters
7. Lack of knowledge about the mental aspects in a negotiation
8. Your (unconscious) emotions and inattention of the other's emotional state of mind

## The typical negotiation mistakes

1. You do little or no preparation
2. You think you can calculate RV, BATNA, and APA in your head, and fail doing it
3. You start the bidding, even though your position is weak
4. Your first bid is too passive or too aggressive
5. You speak but do not listen
6. You do not challenge your assumptions
7. You do not ask any investigative questions
8. You try to affect the other and learn nothing from failing your attempt
9. Your APA is calculated wrong, and you fail to adjust it while negotiating
10. You move more than the other
11. You are inattentive of your emotions and get carried away without noticing it
12. You forget your social relation to the other - there is a reality after the negotiation
13. You begin competing and want to win