



MY OWN

OTHER PARTY

<p>Goal <i>(e.g., increase sales)</i></p>		
<p>Interests – rank order by importance <i>(e.g., retain wholesome image, low price, quality, etc.)</i></p>	<p>1 2 3 4 5</p>	<p>1 2 3 4 5</p>
<p>Value Creating Options <i>(e.g., joint labeling of product)</i></p>		
<p>Aspiration Point Package(s) <i>Ideal but realistic outcome</i></p>		
<p>Resistance Point Package(s) <i>The bottom line</i></p>		
<p>BATNA <i>The BEST alternative to a negotiated agreement</i></p>		
<p>Power <i>Type of power over other</i></p>		
<p>Objective Criteria <i>(comparable standards)</i></p>		
<p>Negotiation Reputation/Style</p>		

<p>Trust Level between partners: <i>How increase or repair trust?</i></p>	
<p>Emotions of partners: <i>Which parties are likely to be emotional, why? How will emotions be managed?</i></p>	
<p>Linkage Effects: <i>How does this negotiation impact other agreements? How do other negotiated agreements impact this negotiation? How can the negotiation be de-linked?</i></p>	
<p>Agents/Constituents: <i>Do the agent and principal have aligned interests? How must the agent please his/her client/constituents?</i></p>	
<p>Time Constraints/ Deadlines: <i>Who is most affected by the deadline? Can the deadline be extended?</i></p>	
<p>Location: <i>What location would increase trust and power?</i></p>	
<p>Industry Norms: <i>What is customary? Do the norms help or hurt the negotiation process? How to circumvent dysfunctional norms?</i></p>	
<p>Culture: <i>Research values, norms, expectations, style, etc. How will these differences impact the negotiation?</i></p>	
<p>General Constraints: <i>Why won't/can't the other party do I what I want? What constraints do I have?</i></p>	
<p>Information to Gather/ Convey/Conceal: <i>What information do I need from the other party? What information do I need to convey or conceal?</i></p>	