**I: The Problem:**

*Problem Statement I: I must negotiate with person to (solve what problem)*

**II: Goals and Decision Makers**

*Bottom line:*

*Influencers (should I negotiate with these people first?)*

*Target decision maker*

*My specific, high expectations*

**III: Underlying Needs and Interest (Shared/Ancillary/Conflicting)**

*Mine*

*Theirs*

**IV: Leverage**

Me Other Party  About Even

*Who has the most to lose from overall from ‘no deal’?*

*What do I lose if there is no deal?*

*What steps or alternatives will reduce these losses?*

*If no deal, what will they lose?*

*Can I influence their alternatives or make their status quo worse?*

**V. Possible Proposals**

*Options: Build on shared interest/Bridget Conflicting Interests/Be Creative*

**VI: Authoritative Standards and Norms**

|  |  |  |
| --- | --- | --- |
| Mine | Theirs | My Counter Arguments |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**VII: Third Party Moves**

*Can I use a third party as leverage? As an excuse? As an audience? Coalition partner?*

**VIII: Situation and Strategy Analysis**

*Their expected strategy*

Competitive  
 Problem solving   
 Compromise  
 Avoiding  
 Accommodating

*Situation as they see it is:*

Transaction  
 Relationship  
 Balanced Concerns  
 Tacit Coordination

My Basic Style is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

So I need to be more \_\_\_\_\_\_\_\_\_ in this situation.

*Situation as I see it is:*

Transaction  
 Relationship  
 Balanced Concerns  
 Tacit Coordination

**IX: Best Modes of Communication**

|  |  |  |
| --- | --- | --- |
| Agent | Teleconference | E-mail |
| Face to face | Telephone | Instant Messaging |

**X: Overall Positioning Theme**

*A short statement that sums up your underlying purpose in this negotiation*