



## Negotiation Resource Summary

- Ask questions
- Set high aspirations
- Use principled reasons
- Consider your overall goals
- Attend to your overall reputation
- Remember people, relationships

### Distributive Negotiations

#### Win-Lose

- One time (no on-going relationship)
- Only one issue; usually money
- Divisible
- Cannot insert elements or make side deals

#### Approaches:

- Know your best alternative to no agreement (BATNA)
- Research the other party's BATNA
- Counteroffer immediately
- Pay attention to concession patterns
- Be vigilant about anchors
- Frame for loss aversion, gain

### Integrative Negotiations

#### Win-Win

- Long-term relationships
- Multiple issues
- Different valuations *or* same valuations with different preferences
- Trade-offs possible
- Seek differences in:
  - Resources
  - Capabilities
  - Relative valuations
  - Forecasts, expectations re uncertain events
  - Risk attitudes
  - Time preferences

#### Approaches:

- Seek solutions
- Take a problem-solving attitude
- Build trust
- Ask questions
- Share information
- Brainstorm: make, request proposals