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Quick Checklist

Tactical Negotiation Preparation

Quick-Checklist Tactical Negotiation Preparation

1. What are our interests? √

- [ ] Our Interests?

- [ ] What is our priority: closing the deal or earning money?

- [ ] Their Interests?

2. Derived from this: Our negotiation targets / topics √

- [ ] **Walk away criteria** (red line for this meeting)

- [ ] **Realistic target** (their BATNA)

- [ ] Our offer / already shown position / ideal outcome

3. Options / creative ideas for the negotiation √

- [ ] „Sweeties“ „Bitter pills“

4. Tactics √

- [ ] Our anchor / first serve

- [ ] Our first move: Give and take

5. Persons / roles √

- [ ] Negotiator

- [ ] Commander, Process observer

- [ ] Decision maker

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