

Planning for negotiation - the key questions

What MUST we get?

What is our plan B if we end up walking away?

What is it worth to us (the most we'll pay)? / What's the least we'll take?

What do we expect the finished deal to look like?

What might we get (the best we can expect)?

What will our opening offer be?

How will we justify this opening position?

What extras can we ask for?

What extras can we offer?

What extras are they likely to be looking for?

What extras might they be able to give easily / cheaply?

What weaknesses might they have that will cause them to give more away to us?

What fears might they have?

What is to be our overall attitude?

What is our overall strategy? (e.g. total package then take bits off, basic price then add bits on, focus on one part while casually mentioning another, etc.)

Negotiating Skills

What tactics will we be using? (e.g. Vice, Salami, Higher Authority, Reluctant Buyer/Seller, Knocking the Product, Broken Record, Quivering Pen, Nibble.

What tactics are they likely to use? What claims will they make?