FIVE-PHASE NEGOTIATION PROCESS

PREPARATION AND PLANNING

- Get the necessary facts
- Prepare an agenda
- Learn everything you can about the other side's negotiating style and needs
- Anticipate and prioritize issues
- Create alternatives
- Establish BATNA
- Develop A to Z strategy
- Create a Win-Win in the process

DISCUSSING

- Assertively state your position
- Probe for facts, issues and interests behind the other side's position
- Read body language
- Actively listen for information
- Describe your own interest from a needs perspective
- Move beyond positional negotiating
- Negotiate hard on issues and soft on people

PROPOSING

- Be creative when in conflict
- Advance tentative proposals
- Acquire power
- Stay open to new ideas and possibilities
- Encourage the other side to be collaborative

BARGAINING

- Apply the four principles
- Neutralize tactics if necessary
- Proceed with If / Then
- Make sure the other side's needs and interests are met
- Summarize
- Get to "yes"

EVALUATING

- Understand what you've learned
- Discover what you liked and didn't like about the process
- Decide what you could have done better
- Maintain the relationship following a successful win-win negotiation
- Do better next time

WIN-WIN PROCESS

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