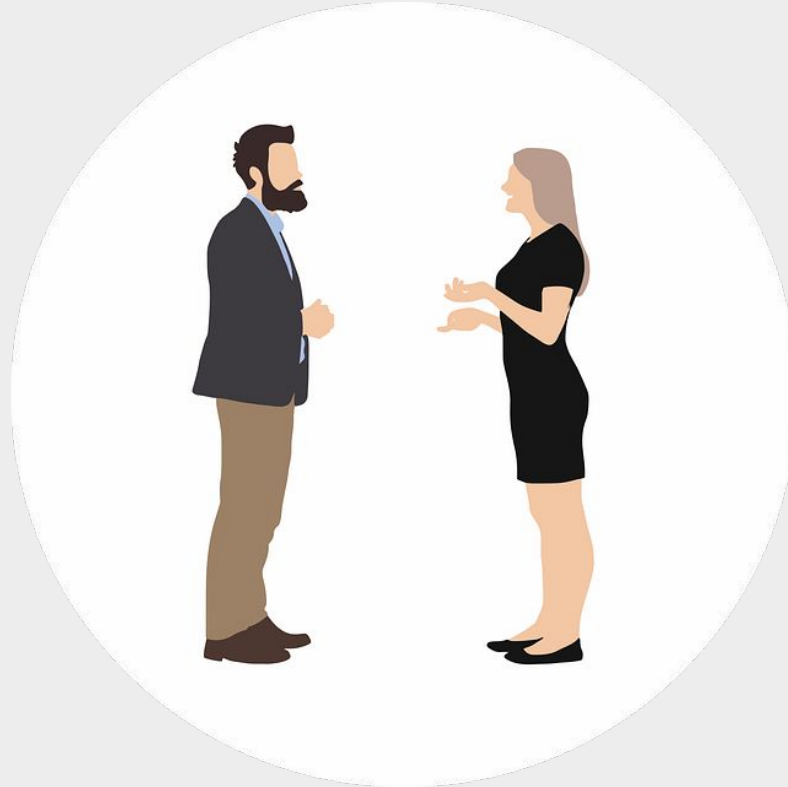


BATNA, BLUFFING, AND HARD LINES



B.A.T.N.A

- Best alternative to a negotiated agreement - kind of banal and obvious but should be stated
- W.A.T.N.A - Worst alternative to a negotiated agreement
- You get W.A.T.N.A if you are desperate, agree too soon, don't do research, or have no alternatives



Bluffing & Limiting Beliefs

- This doesn't work for me so I'll have to pass since my budget is only XYZ
- Softer and more honest bluff is to immerse the other person in your situation
- Example: We just had some down months and increased competition, and I am honestly not sure how we will move forward, but we could do XYZ



When To Walk Away

- Too much negotiation for the value of the deal
- The deal is no longer profitable
- It should not get there because you have to be assertive in explaining the point you can't go beyond

