

Planning for negotiation - the key questions

Limit

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?

Open

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?

Tradeables

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?

THEIR position

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

What fears might they have?

Strategy

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.)

What tactics will we be using? (e.g. Vice, 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?