



Negotiate Smart

NEGOTIATION MAP OUT

Background Information

Your Negotiation Goals

Core Issues

Long-Term & What-If Issues

Your Stakeholders: Issues & Interests

Background Check – Your Counterpart

What do you know about them? (Issues and other interests)

Past Agreements?

Counterpart's Stakeholders: Issues & Interests

Legitimacy/Fact Points:

Evidence Proving Your Offers And Leverage:

Probing Inquiry

Probing questions:

The Numbers

Core Issue	BAM	Target	Final Offer	Their BAM	Their Target	Their FO

Concession Pattern

1st Counter-offer:

2nd Counter-offer:

3rd Counter-offer:

4th Counter-offer:

Creative Trades

Items of High Value to Them:

Items of High Value to You:

The Debrief: Post-Negotiation Review (preferably with a mentor)

Did you achieve your goals?

What worked well and what didn't?

What could you have prepared for better?

Additional Notes