



Nokia's Bridge Program: Outcome and Results (B)

Thecasesolutions.com

"The art and science of securing an argument between two or more interdependent parties who wish to maximize their outcomes..."



Two Strategies

Collaborative
(integrative)



Competitive
(distributive)



Thecasesolutions.com

Terms and Tricks
As you move forward with a strategy in
mind don't forget about these 5
negotiation elements.

Thecasesolutions.com

- 1 Target
- 2 Reservation point
- 3 Opening offer
- 4 BATNA
- 5 Source of power

Nokia's Bridge Program: Outcome and Results (B)

Thecasesolutions.com

"The art and science of securing an
argument between two or more
interdependent parties who wish to
maximize their outcomes..."

Two Strategies

**Collaborative
(integrative)**



**Competitive
(distributive)**



Thecasesolutions.com

Collaborative

- Creating value
- Taking risks for a win-win
- Focused on long term goals
- Based on trust, openness and precise strength

Competitive

- Claiming value
- Benefits only one party causing a win-lose situation
- Focused on short term goals
- Based on mistrust, suspicion, and precise weakness

Collaborative

- Creating value
- Taking risks for a win-win
- Focused on long term goals
- Based on trust, openness and precised strength

Thecasesolutions.com

It's important to
work together as
a team to come
up with a
solution just like
these clever
penguins...

Competitive

- Claiming value
- Benefits only one party causing a win-lose situation
- Focused on short term goals
- Based on mistrust, suspicion, and precised weakness

Thecasesolutions.com

It's important to
gauge how much
competition is
needed during
particular
situations...

***So what
strategy is
best...***



Thecasesolutions.com

In the real world it's usually a combination of both collaborative and competitive, so its important to be comfortable with both!

Terms and Tricks

As you move forward with a strategy in mind don't forget about these 5 negotiation elements...

Thecasesolutions.com

- 1 Target
- 2 Reservation point
- 3 Opening offer
- 4 BATNA
- 5 Source of power

1 Target

This is what you hope to accomplish or get out of the negotiation.

Thecasesolutions.com

Always aim for your target while leaving in mind all the alternatives in your bag. After all, the negotiating skills you'll be testing are target just the games here.

2 Reserve Point

This is your walkaway point or you're willing to give away in negotiation. Always stay true or you will be at a loss.

Thecasesolution

Don't give up your reservation point as a courtesy or treat with the other party. It's your last...

3 Opening Offer

This is the first offer you make to your opposing party. Be optimistic with this offer as the negotiation will likely whittle it down closer to your target.

Make your offer with confidence like this tough negotiator. But don't forget to be realistic.

1 Target

This is what you hope to accomplish or get out of the negotiation.

Thecasesolutions.com

Always aim for your target while keeping in mind all the obstacles in your way. With steady negotiating skills you'll be reaching your target just like Jordan here...



Reservation Point

This is your walkaway point or the most you're willing to give away in a negotiation. Always stay true to this point or you will be at a loss.

Thecasesolutions.com

Don't give up your reservation point so quickly or lead with it like this poor kid...