

Reed--YPEC Negotiation: Reed Oilwell (A)



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Presented by

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MGT/557

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**** Presentation Outline ****

- * Issues, negotiation process, and parties objectives**
- * Define interests, resistance points, and alternatives**
- * Assess constituencies and social context of negotiations**
- * Protocol for the negotiation**
- * Methods to prevent potential negotiation impasses**
- * Methods to manage potential impasses**
- * Conclusion**

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KEY STEP IN THE PLANNING PROCESS

GOALS



STRATEGY

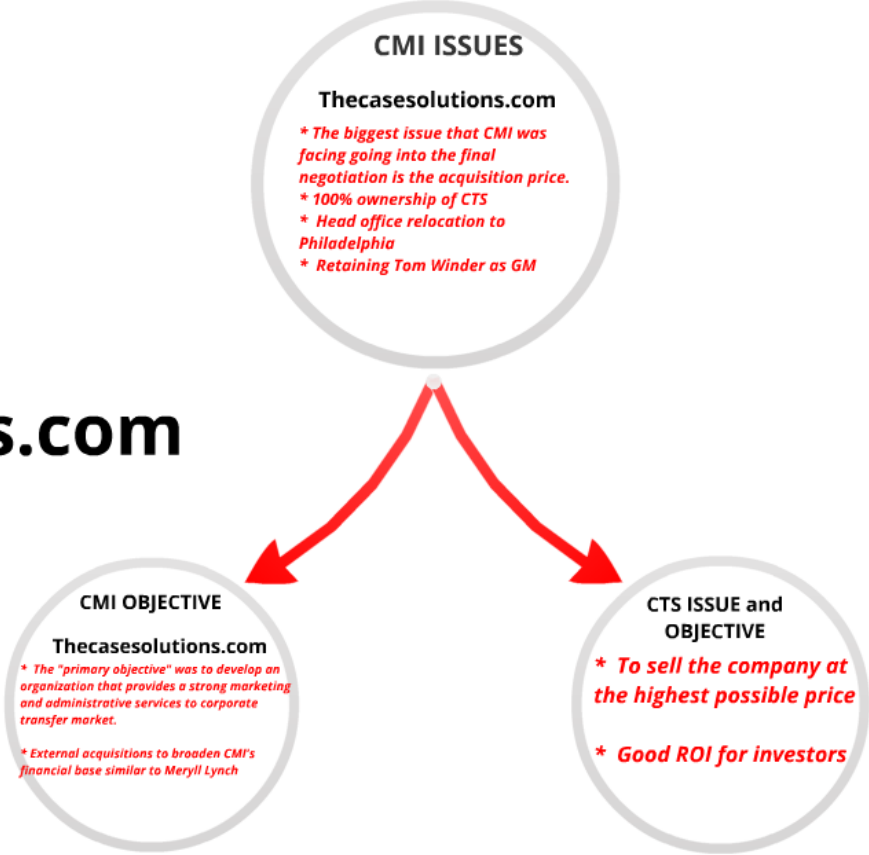


PLANNING

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Issues and Parties Objectives

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CMI ISSUES

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- * The biggest issue that CMI was facing going into the final negotiation is the acquisition price.*
- * 100% ownership of CTS*
- * Head office relocation to Philadelphia*
- * Retaining Tom Winder as GM*

FLOW OF NEGOTIATION: STAGES & PHASES

- Beginning or Initiation Phase
- Middle Phase (Bargaining or Problem Solving)
- Closing or Resolution Phase

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7 KEY STEPS TO AN IDEAL NEGOTIATION

PROCESS:

- * Preparation
- * Relationship building
- * Information gathering
- * Information using
- * Bidding
- * Closing the deal
- * Implementing agreement



CMI OBJECTIVE

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** The "primary objective" was to develop an organization that provides a strong marketing and administrative services to corporate transfer market.*

** External acquisitions to broaden CMI's financial base similar to Meryll Lynch*