

Two Strategies

Collaborative (integrative) Competitive (distributive)

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Terms and Tricks
Do you know yourself well as a negotiator or would you like to improve your negotiating skills?

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

Quick Drying Paint And Licensing Negotiations



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



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

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**Collaborative
(integrative)**



**Competitive
(distributive)**



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Collaborative

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

Competitive

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

Collaborative

- Creating value
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**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
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It's important to gauge how much competition is needed during particular situations...

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



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

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1 Target

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

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Why are you here?
What are you looking for?
What are your goals?
What are your interests?
What are your needs?
What are your wants?
What are your fears?
What are your hopes?
What are your dreams?

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.

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Don't give up your reservation point or you will be at a loss.

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 the tough negotiator, but don't forget to be realistic!

1 Target

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

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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...

2

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.

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