

Quick Drying Paint And Licensing Negotiations



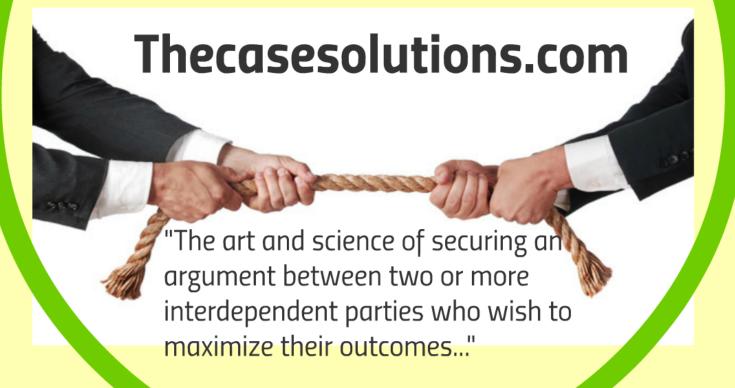






Quick Drying Paint And Licensing Negotiations





Two Strategies

Collaborative (integrative)



Competitive (distributive)



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- Facused on long term goals
- Based on trust, openness

- Benefits only one party ausing a win-lose situatio
- Focused on short term goals
- Based on mistrust, suspicion

Collaborative

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

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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
- Based on mistrust, suspicion, and precised weakness

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



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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!

Terms and Tricks

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

This is what you hope to accomplish or get out of the negotiation. Thecasesolutions.com Company of the compan

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



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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 lordan 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.

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