



# NEGOTIATION WORKSHEET

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This worksheet provides a guide to help you think through your upcoming negotiation(s). The intent is to walk you through the essential components of a successful negotiation.

## OVERVIEW

☀ Identifying the players in the negotiation is helpful for several reasons. We frequently occupy multiple roles in the course of a day. It is important to ground ourselves in the role that you will occupy in this negotiation.

- Who am I representing in this negotiation? (My business? Myself as an employee? Myself as a member of a group?)

- What is my role in this negotiation? (Employee? Farm operator? Parent, spouse, colleague? Customer?)

- Who will I be negotiating with? (Family member? A business? My employer? A potential customer?) Do I know that this individual has both the authority and responsibility for making a binding decision?

- What are the social/cultural norms that I need to keep in mind during the negotiation? (Eye contact/body language? Personal space? Communication norms?) Do I know that this individual has both the authority and responsibility for making a binding decision?

## The Objective

☀ This may be the most important preparation for you to spend time on. Be sure that you are clear, in your own mind, the objective of this negotiation.

- What specifically am I negotiating? (Work condition? Salary increase? Pricing for a new customer?)

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- What is my ideal endpoint? (i.e. what is my “blue sky” outcome?)

What would be an acceptable outcome?

What else might I package to make this deal more attractive to me?

What else might I package to make this deal more attractive to the other person?

- I am prepared to walk away if I can't get at least \_\_\_\_\_.

## The Other Party

☀ Doing research on the other party/parties involved is an essential part of successful negotiation. The more you know, the better you will be able to craft your position and frame it in a way that is attractive to the other side.

- What do I know about the organization of the other party?
- What do I know about the individual I am negotiating with to reach an outcome?
- What do I imagine their ideal endpoint might be? What might their BATNA look like?

- What do I want to ask, or learn, about the other party?

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## My Position

☀ Use this opportunity to reflect on yourself, your business, your product. Skilled negotiators have one thing in common—absolute confidence in themselves and what they are bringing to the table.

- What are my assets in this negotiation? (Years of experience, solid reputation, quality product, content expertise, etc.)

- How do I enhance the other party’s position? (i.e. what do I bring to the table that will make the other side feel like a winner in this negotiation?)

- What attributes do I want to emphasize?

- In what ways do I stand out from my competition?

☀ What are you willing to commit to in this negotiation? It is a good idea to keep some notes so you will be clear, at the close of negotiations, exactly what is being promised by each party.

Deliverable (what is being promised)	Who is responsible?	Date of completion

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# REFLECTION

☀ After the negotiation take some time to debrief on how the process went, where you did well, where you would make improvements next time. No negotiator wins every round but practice and commitment to improvement will help you hone your skills for future negotiations.

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