

## CHAPTER 1

### What is negotiation and why do we do it?

- Negotiating is what people do to get what they want and need from other people. It is a process involving a series of behaviors between (typically) two parties to reach an agreement to meet needs and wants, in that order respectively. It is a form of decision making in which two or more parties talk with one another in an effort to resolve their opposing interests.
- Negotiations occur to agree on how to share or divide limited resources,
- To create something new that neither party could do on his or her own, or
- To resolve a problem or dispute between the parties.

### What do interdependence, mutual adjustment and value claiming and creation have to do with negotiation?

- Interdependence: when parties need each other to accomplish their objectives, or they choose to work together because the possible outcome is better than they can achieve by working on their own.
- Mutual adjustment: when parties can influence each other's outcomes and decisions, and their own outcomes and decisions can be influenced by the other by exchanging information.
- Claim value: to do whatever is necessary to claim the reward, gain the lion's share, or gain the largest piece possible. One winner mind frame.
- Create value: exploiting common interests or differences.

## CHAPTER 2

### Thrust and parry

#### What is a BATNA and why is it important to negotiators?

- Best alternative to a negotiated agreement.
- Important to have an alternative if you can't reach an agreement, and the best alternative can influence the decision to close a deal or walk away.
- Provides the negotiator with more power in the current negotiation because the BATNA clarifies what he will do if an agreement cannot be reached.

#### Explain the process of distributive negotiation.

- A distributive negotiation type or process that normally entails a single issue to be negotiated. The single issue often involves price and frequently relates to the bargaining process. Also referred to as 'Win - Lose', or 'Fixed - Pie' negotiation because one party generally gains at the expense of another party. Goals of one party are in direct conflict with the goals of the other party.

#### What are hardball tactics and why do you need to know about them to be an effective negotiator?

- Tactics used to pressure the opposing party into doing things they wouldn't normally do to disguise a distributive bargaining approach. To be armed with ethical knowledge to identify the technique and know how to deal with it.

## CHAPTER 3

### Getting to yes

#### Compare the process of integrative negotiation as described in the text with the principles in getting to yes

GETTING TO YES	TEXTBOOK
1. Separate the people from the problem	1. Identify and define the problem
2. Focus on interests, not positions	2. Understand the problem fully (interests & needs)
3. Generate a variety of options	3. Generate alternative solutions
4. Base your outcome on objective criteria	4. Evaluate (using objective criteria) & select best alternative.

#### Describe several techniques that can be used to create value in negotiations

- **Logrolling:** Parties concede on issues of low priority to self; high priority to other; creative combination of issues
- **Cost-cutting:** Give A what it wants, cut B's direct cost for not getting its needs met; help B, help A