consult

Negotiation preparation form

Date

1 Basic information

Company | Subject | Where and how (Location, format: meeting, online, tender)

2 Participants and their interests

Our side

Name and role	Interest	Decision power	Ready to close?
1		H M L	
2		H M L	
3		H M L	
4		H M L	

Not at the table, but influencing the outcome:

Other side

Name and role	Interest	Decision power	Ready to close?
1		H M L	
2		H M L	
3		H M L	
4		H M L	

Not at the table, but influencing the outcome:

Who decides, who influences, and who could block? Watch for internal fronts on both sides.

3 Negotiation target

Our side

Other side

What is the ideal result for each side? Are these negotiations claiming all the value available?

4 Deal design

What is traded, and how

Value we can add for both sides

Sequence: who presents what, and when

Is the design feasible? Does it answer the participants' interests? Does it create added value? Is there a better design?

5 Estimated acceptable minimum

Our side

Other side

The lowest outcome each side can live with.

6 BATNA and WATNA

Our side

BATNA: Best alternative if there is no deal

WATNA: Worst alternative if there is no deal

Other side

BATNA: Best alternative if there is no deal

WATNA: Worst alternative if there is no deal

What happens to each side if you don't agree?

7 Walk-away line

Ours, agreed internally before the meeting

Theirs, estimated

How does this walk-away line look from a longer time perspective? Sometimes no deal is better than a bad one.

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