Chapter #6 – “What If They Are More Powerful?”
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The most any method of negotiation can do is to meet two objectives:

I. To protect against making agreements that should be rejected
   A. Establish in advance the worst acceptable outcome or the “bottom-line”
      1.) Makes it easier to resist pressure and temptations of the moment
      2.) Can limit your ability to benefit from what you learn during negotiation
      3.) Can also inhibit imagination and reduce the incentive to invent tailor-made solutions
      4.) May be set too high or too low
   B. Know your Best Alternative To a Negotiated Agreement
      1.) Sets the standard against which any proposed agreement should be measured
      2.) Whether or not you should or should not agree depends on the attractiveness to you of the best available alternative
   C. Formulate a Trip Wire
      1.) Identify one far from perfect agreement that is better than your BATNA, and use it to test the attractiveness of a possible agreement

II. To make the most of your assets
   A. The better your BATNA, the greater your power
      1.) The relative negotiating power of two parties depends primarily upon how attractive to each is the option of not reaching agreement
      2.) Knowing what you will do if agreement is not reached will give you extra confidence while negotiating
   B. Develop your BATNA
      1.) Invent a list of actions you might take if no agreement is reached
      2.) Improve some of the more promising ideas
      3.) Select the one alternative that seems best
   C. Consider the other side’s BATNA
      1.) The more you can learn of the other side’s alternatives, the better prepared you will be for negotiation
      2.) Knowing their alternatives, you can estimate what you can expect from the negotiation