TABLE 4.3 | Negotiation Planning Guide

1.	Define the negotiating goal.
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2.	List the major issues in the negotiation related to achieving the goal.
3.	Define their relative importance of each issue, and define the bargaining mix.
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4	Define the interests.
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5.	Define the alternatives (BATNAs).
6.	Define your limits, including a resistance point.
7	Describe your understanding of the other party's goals, issues, and resistance points.
1.	bescribe your understanding of the other party 5 godds, locates, and resistance points.
8.	Set your targets and opening bid.
9.	Assess the social context of the negotiation.
10.	Outline how you will present the issues to the other party: what to say and how to say it.
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