

BARGAINING & NEGOTIATION COURSE

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I. COMPARISON OF NEGOTIATION STRATEGIES

A. “SELF” ORIENTATION

1. See only from your own point of view and consider it all important
2. Participants must be adversaries
3. The goal is victory
4. Demand concessions as a condition of the relationship
5. Hard on others — see them as the problem
6. Distrust others
7. Cling to positions, while asking for more than will given in exchange
8. Make threats to get adversaries to fear you or give-in
9. Hide your bottom line

- 10. Demand one-sided gains to reach agreement

- 11. Search for the single answer — the one you will accept

- 12. Insist on your position at any cost

- 13. Win in a contest of will

- 14. Apply pressure

NOTES: _____

B. "OTHER" ORIENTATION

1. See from the other person's point of view — consider it more important than own
2. Participants must be friends
3. The goal is agreement
4. Make concessions to cultivate the relationship
5. Soft on people and soft on the problem
6. Trust others
7. Yield positions easily
8. Give-in to threats so that they cease or do not get worse
9. Reveal your bottom line

C. “COMMUNITY” ORIENTATION

1. See from multiple points of view and consider them all important, including those of others outside the room
2. Participants must be problem-solvers
3. The goal is fair and wise agreement, or else fall back on your BATNA (Best Alternative to a Negotiated Agreement)
4. No emphasis on concessions — focus on win-win solutions
5. Soft on others — hard on the problem
6. Negotiate concrete actions that will establish and build trust
7. Develop interests into positions that are better for all sides
8. Determine the legitimate concerns and interests might underlie threats, while protecting yourself from any threats that may actually be carried out

