

VII. MASTER STRATEGY FIVE:

Make Agreement Irresistible

A. Influence with Awareness

B. Spell Out the Consequences

1. **Reality Test**
 - a. Consequences of Non-Agreement
 - b. Opponent's Speculations re Your Reactions
 - c. Inquiries re Opponent's Alternatives
2. **Cautionary Announcements**
3. **Hoisting your BATNA**

C. BATNA Deployment

1. **Diplomacy**

a. Use Just Enough Power

b. Adhere to Legitimate Means

D. Amelioration

E. Allies

1. **Coalitions**

2. **3d Party Promoters**

3. **3d Party Defenders**

F. Clarify Opponent's Options

1. **Emergency Exits**

2. **Freedom to Choose**

3. **Bargain Out of Strength**

G. Engineer a Sound Agreement

1. **Implementation-Conscious**
 - a. Built-In Insurance

 - b. Built-In ADR

2. **Build a Positive Relationship/History**

H. Target: "Best Joint Outcome" vs "Win"