

## **ResuMAYDAY's Negotiation Strategies**

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### **Definition of Terms:**

**Negotiating** – The art of reaching an agreement by resolving differences through creativity.

**Distributive** – One party claims the most value.

**Integrative** – Create as much value for both parties.

**BATNA** – Best Alternative to a Negotiated Agreement

**NATNA** – Next Alternative to a Negotiated Agreement

**ZOPA** – Zone of Possible Agreement

**Reframing** – Changing the language (but not the points) to get different responses or clarity.

### **Identify...**

Your goals / Your BATNA / Objective criteria / Knowledge of the other side's case / Possible outcomes (If... then...) / The value of the relationship / Your walk-away point

### **The Negotiation...**

Take notes

Active listening

Show empathy

Separate people from problems

Focus on the end-game, not the other's position

Give illustrative suggestions with objective criteria

Make an offer – Best Outcome

Revise illustrative suggestions

Make another offer – BATNA

Continue with revised illustrative suggestions

Another offer – NATNA

Continue with revised illustrative suggestions

Another offer – ATNA

ZOPA check...Agreement?

### **If so...**

Acknowledge/clarify/reframe

Set a date of execution

Contract signed by all

### **If not...**

Don't negotiate against yourself

Walk out, just for time to think

Ask more probing questions

Back up to pre-agreed points

Offer concessions on less-important points

Trust check...

Agree to disagree/hand over to others, etc...

### **Negotiable Items in Salary Discussions:**

Stock options or shares of restricted stock

Employer contributions to your 401K - a very good question to ask! Amounts vary from 3-12%, if any

Vacation/personal days

Sign-on bonus

Professional fees (association dues, licensing, etc...)

Continuing education reimbursement

A guaranteed performance bonus in your first year or an accelerated (six months instead of a year)

salary/performance review (these require action on your part that contributes to the employer. Win/win!)