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| ***Purpose of Negotiation****(Price, Commission, Price Improvement, etc.)* |
| ***Desired outcome****(*identify your organizations goals and objectives*)* |
| ***Pertinent information******(What facts do I have for both parties that support my proposal?)*** |
| ***Interests/desires/motivations******(What are my party’s motivations? What are the other party’s motivations? What do I anticipate the other party will object to?)*** |
| ***Sources of Power******(What is my power? What is the other party’s power?)*** |
| ***Walk-Away Alternative******(If we can’t come to agreement, what then?)*** |
| ***Ethical Considerations******(What are the ethical pitfalls or morally ambiguous issues)*** |
| ***Negotiation Team******(Roles & Responsibilities)*** |
| ***Recommended Negotiation Strategy******(identify your preferred Negotiation Strategy)*** |