**WORKSHEET – NEGOTIATION ANALYSIS**

Let’s assume that you are engaged in a simple, everyday negotiation—the sale of a car. You are preparing to negotiate with a potential buyer, Mike. He is the only person who responded to your sales ad. You need at least €5,000 from the sale of the car to finance the purchase of a new car you ordered. You want to keep your car for three more weeks, which is when the car will arrive. The reasonable value of the car (based on several online calculators) is €6,000. If you can’t find a buyer willing to pay at least €5500, you will sell the car to your friend Terry for €5000. You know that Terry will let you keep the car for the next three weeks.

1. What is my overall goal in the negotiation? Why is this your goal?

2. What issues are most important to me in reaching this goal and why are these

issues important?

3. What is my Best Alternative to a Negotiated Agreement?

4. What is my reservation price?

5. What is the most likely price?

6. What is my stretch goal?