

State Capital Group Negotiation June 26

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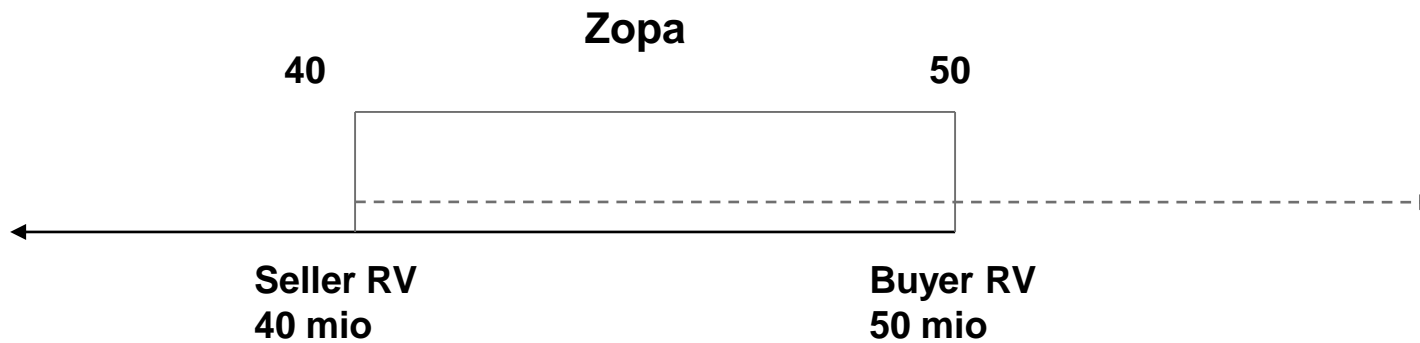
Program

- Batna / Watna
- Zopa (reservation value)
- Anchor (priming)
- Integrative vs distributive bargaining
- 5 core concerns

Ideal	Deal	BATNA	WATNA
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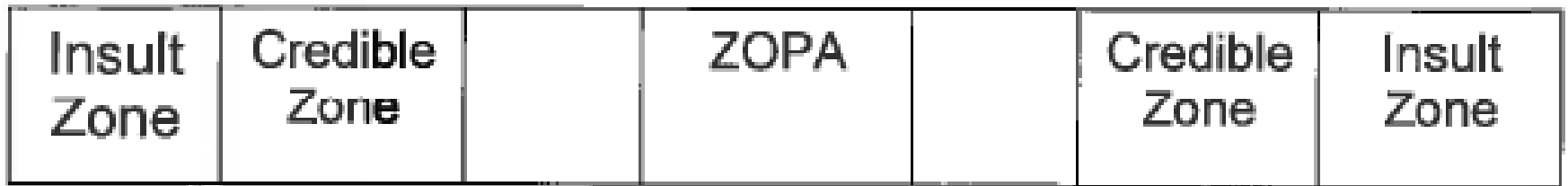
Within the Zopa there is an acceptable price for both parties

Zopa = Zone of potential agreement:



5 mio

100 mio



RP Influence Zone

RP
40

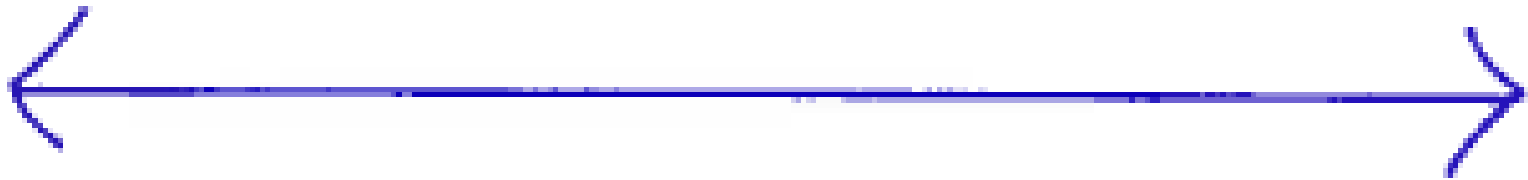
RP
50

L I M

ABC

Anne
approached
the bank

12|3|4



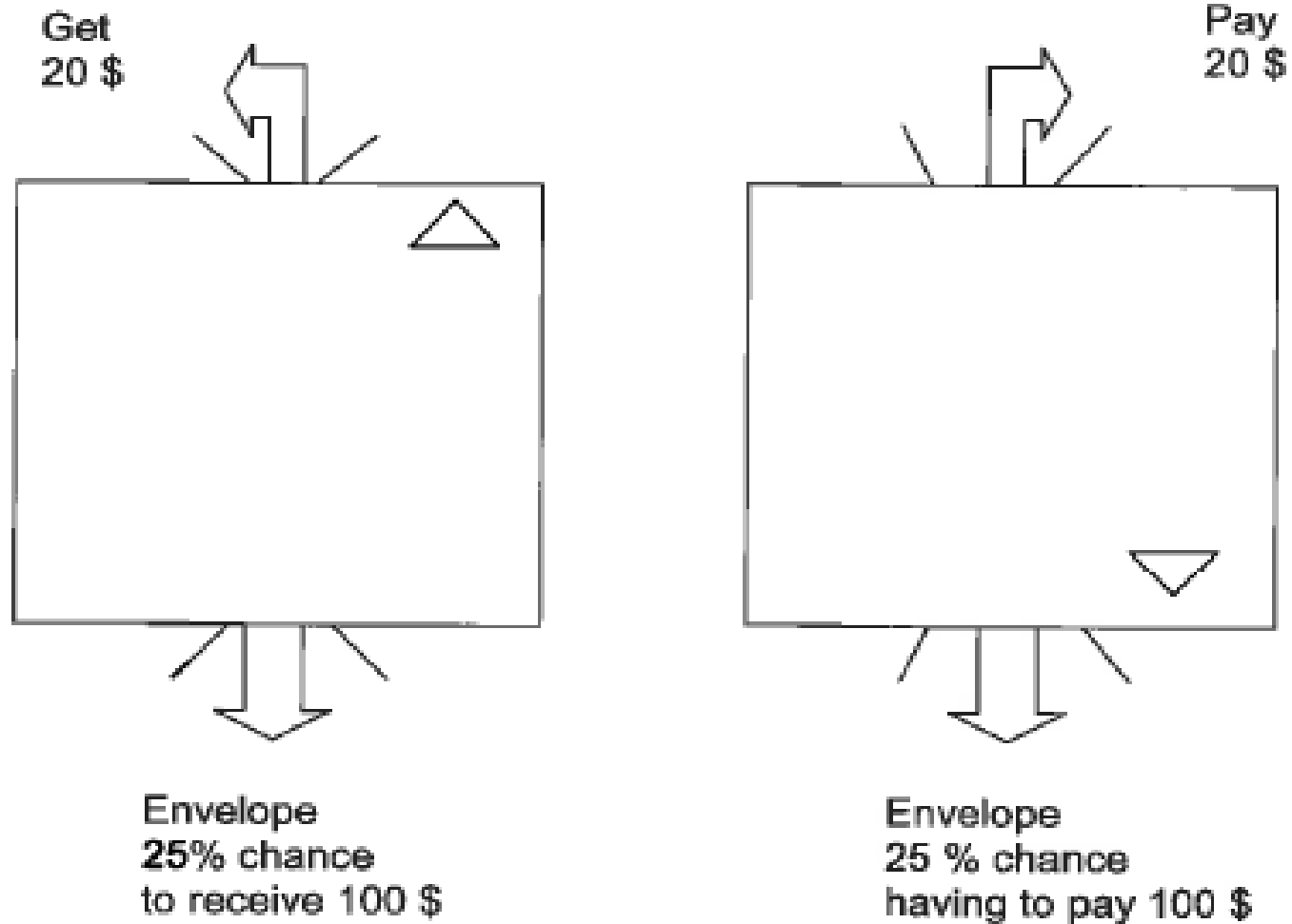
Alan:

Intelligent – industrious – critical – impulsive – stubborn – envious

Ben:

Envious – stubborn – impulsive – critical – industrious - intelligent

Loss aversion



Start with No

Approach

no assumptions; no expectations; only blank slate

all agreements must be clarified point by point and sealed three times

spend maximum time on the pay side activity and minimum on the non-pay side activity

the only valid goals are the ones you can control: behaviour & activity; not the outcome

Mission & Purpose is to be set in the adversary's World

CEO Heinz (2011): "We try to address affordability by offering different sizes. In Indonesia we sell small packets of soy sauce for three cents apiece".

Beans

don't spill your beans; not in the lobby, nor anywhere else

equality: need not to be friends; it is about respect

Hi, I am Frank Jones; Hi Mr. Jones

don't save the adversary; but allow to safe face

talking and neediness go hand in hand: no talking

Win-win = lose-lose

win-win invites unnecessary compromise

win-win is emotion based, not decision based

No is a decision. Continuously

early yes is bad; maybe is worse

Need

you don't need something; maybe you want something

create neediness; then (re)negotiate

paint the pain

pain is whatever the negotiator sees as the current or future problem

No closing

Camel

Barry Bonds; Sammy Sosa

make not even a phone call without an agenda

the greatest presentation you will give is the one your adversary will never see

Mission & Purpose

5 core concerns

1. Appreciation

2. Affiliation

3. Autonomy

4. Respect

5. Role