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Seven Elements of Negotiation

1. Relationship: Negotiation involves relationships. It is important when we need the consent of others to achieve our ends, when we can meet our ends better by involving others, or when unilateral means are not morally, socially, or politically acceptable. Negotiation is interactive.
2. Communication: A central process in negotiation is communication. This can take place implicitly in bargaining processes, or more explicitly in different kinds of conversation. Communication should not be taken for granted.
3. Alternatives: Things you can pursue away from the table. It is especially important to understand your Best Alternative to a Negotiated Agreement or BATNA
4. Interests: What is important to you that you can achieve in the negotiation. You get at them by asking, "Why?"
5. Options: Tangible steps that serve interests and can be part of an agreement
6. Legitimacy: Sources of justification such as legal standards or precedents, professional norms, market value, social or economic standards (e.g. blue book value)
7. Commitment: How do we guarantee we both will follow through on our agreement?