

PUTTING POSITIONING TO WORK

By Deborah M. Kolb
with Jessica L. Porter



Excerpt from Chapter 2 of
NEGOTIATING AT WORK
Turning small wins into big gains

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01 Avoid getting in your own way

- ▶ Remember to look for n-negotiating opportunities
- ▶ Don't bargain yourself down; don't make the first concession in your head
- ▶ Don't let your options be limited by others' unreasonable expectations

02 Position yourself to negotiate

- ▶ Take stock of your value
- ▶ Express your value in a currency the other party recognizes
- ▶ Identify your vulnerabilities, and be prepared to address them in a positive light
- ▶ Be prepared to make your value visible to the other party

03 Identify your BATNA

- ▶ Assess your BATNA in the context of an n-negotiation
- ▶ Look for ways to improve your BATNA
- ▶ Assess the other person's BATNA relative to yours
- ▶ Analyze the interdependence between you and your counterpart