

Negotiation Prep Worksheet

Preparation before a high-stakes negotiation call, not improvising in the moment.

Deal: _____

Negotiation Date: _____

Your Position

1. What's your ideal outcome?
2. What's your walk-away point; the deal terms you genuinely won't go below?
3. What's your BATNA (best alternative if this negotiation fails)?

Their Position

1. What do you believe they actually want most; price, terms, speed, risk reduction?
2. What's their likely walk-away point or alternative option?
3. What pressure are they under?

Likely Concessions

List what you could reasonably offer if needed, and what you'd want in return for each one. Never give a concession without asking for something back.

Anticipated Objections

What pushback do you expect, and how will you respond?

Your Opening Position

Where do you start, knowing you'll likely move from it?

After The Call

- ☐ Outcome documented
- ☐ Any commitments made on either side written down and confirmed in writing