In the Weeds

Worksheet

Worksheet 1  Key Negotiation Terminology

Alternatives

- What alternatives did Kurt Wilson have for his grass-cutting contract? What alternatives did the Stockton vendors have?

Best Alternative To Negotiated Agreement (BATNA)

- Of the alternatives above, which was the most favorable for Stockton?

- What made it the best? (Most pros, fewest cons; credible to the opponent; lowest transaction cost; easy to implement and readily available)

Reservation Point

- What was the reservation point for Wilson? For vendors?

Target Point

- What was the target point for Wilson? For vendors?

Zone of Possible Agreement (ZOPA)

- What was the ZOPA in this negotiation? If you do not identify a ZOPA, why not?