

Flora PARK

Negotiation



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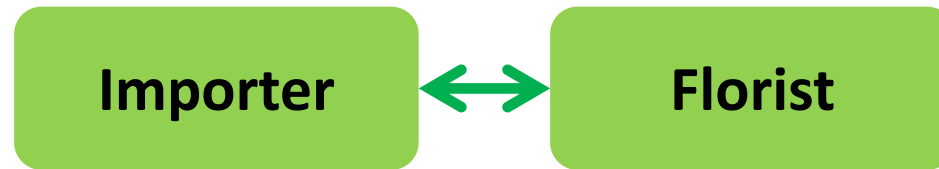
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Principle

If you want to get something from your partner, you must offer something in return

Path to Success



- You must understand yourself and your partner.
- What exactly do you or your partner want? Your strategic priority & KPIs

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**If you know yourself and your opponent,
you'll never lose a battle.**

Some Tactics

- “When we made offers to our partners, they naturally reciprocated with a counter offer. However it was strategically necessary to make educative offers and this was achieved by going to the negotiation table with our BATNA (**Best Alternative to Negotiation Agreement**) ...”
- “We looked at our Key Performance Indicators (KPI) to analyze what we really need to get (**elephants**) and what we might like to get (**ants**). During negotiations we **offered our “ants”** and in some instances our suppliers reciprocated by **offering us our “elephants”**”.



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