Unit 13 — Business Negotiations



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Bargaining

a repeated back and forth to negotiate an agreement, trying to get the other party to agree to one's terms

"When mastering the art of negotiating you will learn that there are different bargaining strategies, so pay attention to which strategy is being used on you."

BATNA (Best Alternative To a Negotiated Agreement)

one's backup plan should no consensus be reached in contractual dialogues

"Having a solid BATNA is crucial because it will allow you to make a rational decision on whether to accept a negotiated settlement."

BPA (Best Possible Agreement)

the outcome at the end of the negotiation that best satisfies all parties' interests

"This is one of our long-term clients, so we are in good spirits to achieve the BPA in tomorrow's negotiations."

Thank you for your interest!

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