

Apollo.io's Negotiation Preparation Checklist

- What do I want from this negotiation? List short-term and long-term goals and dreams related to the negotiation
- What are my strengths—values, skills, and assets—in this negotiation?
- What are my weaknesses and vulnerabilities in this negotiation?
- What is my reservation point—my indifference point between a deal and no deal?
- What are the other side's interests? How important might each issue be to them? What do I think their reservation point is?
- Is there a zone of possible agreement (ZOPA) between my reservation point and the other side's?
- Are there cultural differences that I should prepare for?
- What potential ethical pitfalls should I keep in mind during the negotiation?
- Do we need to involve any third parties (agents, lawyers, mediators, interpreters)?
- What authority do I have (or does our team have) to make firm commitments?
- Am I ready to engage in interest-based bargaining? (Be prepared to try to create value by trading on differences in resources, preferences, etc.)
- Have I practiced communicating my message to the other side? How are they likely to respond?
- Is the agreement likely to create net value for the organization?
- Is the agreement likely to create net value for the potential buyer?