

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?*