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AIDDA
BATNA



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■ BATNA - (Best Alternative
To a Negotiated Agreement) –

■ BATNA
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BATNA

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(PON)

«Program on Negotiation»

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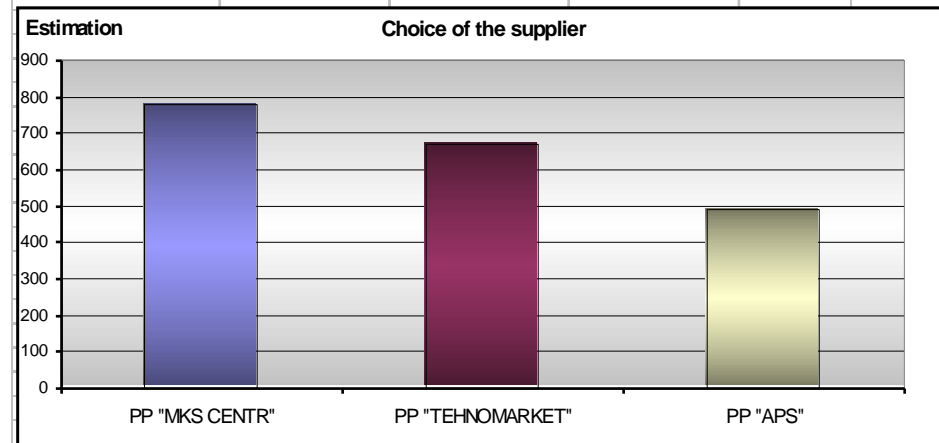


Electromagnetic washer 42 B suppliers' assesment.

| Criteria | PP "MKS CENTR" | PP "TEHNOMARKET" | PP "APS" |
|---------------------------|----------------------|-----------------------|---------------------|
| Purchase Cost (UAH) | 38 250,00 | 39 900,00 | 43 198,00 |
| Payment conditions | After payment 5 days | After payment 10 days | After payment 1 day |
| Delivery conditions | DDU Mykolaiv | DDU Mykolaiv | DDU Mykolaiv |
| Time of delivery | 5 . | 10 . | 10 . |
| Experience of cooperation | 1 year | 1year | 3year |

| Criteria | Weight | Grades ammount | | |
|---------------------------|------------|----------------|------------------|-----------|
| | | PP "MKS CENTR" | PP "TEHNOMARKET" | " " |
| Purchase Cost (UAH) | 50 | 8 | 6 | 4 |
| Payment conditions | 20 | 6 | 7 | 3 |
| Delivery conditions | 20 | 9 | 9 | 9 |
| Time of delivery | 10 | 8 | 5 | 5 |
| Experience of cooperation | | | | |
| | 100 | 31 | 27 | 21 |

| Criteria | Average weighted | | |
|---------------------------|------------------|------------------|------------|
| | PP "MKS CENTR" | PP "TEHNOMARKET" | PP "APS" |
| Purchase Cost (UAH) | 400 | 300 | 200 |
| Payment conditions | 120 | 140 | 60 |
| Delivery conditions | 180 | 180 | 180 |
| Time of delivery | 80 | 50 | 50 |
| Experience of cooperation | 0 | 0 | 0 |
| | 780 | 670 | 490 |



ARGUMENTS FOR NEGOTIATIONS SHEET..... 1

Prepared by:..... 2

PRICE

3

TURNOVER

4

COMPETITION

5

PAYMENT TERMS

6

QUALITY

7

TRANSPORTATION

8

OTHER

9

AIDDA

- ATTENTION
- INTEREST
- DESIRE
- DECISION
- ACTION

AIDDA

- Do I like and respect you?
- What can you suggest in my situation?
- How can you prove your claim?
- Is it good time to do it now?
- I will act today, tomorrow, When???

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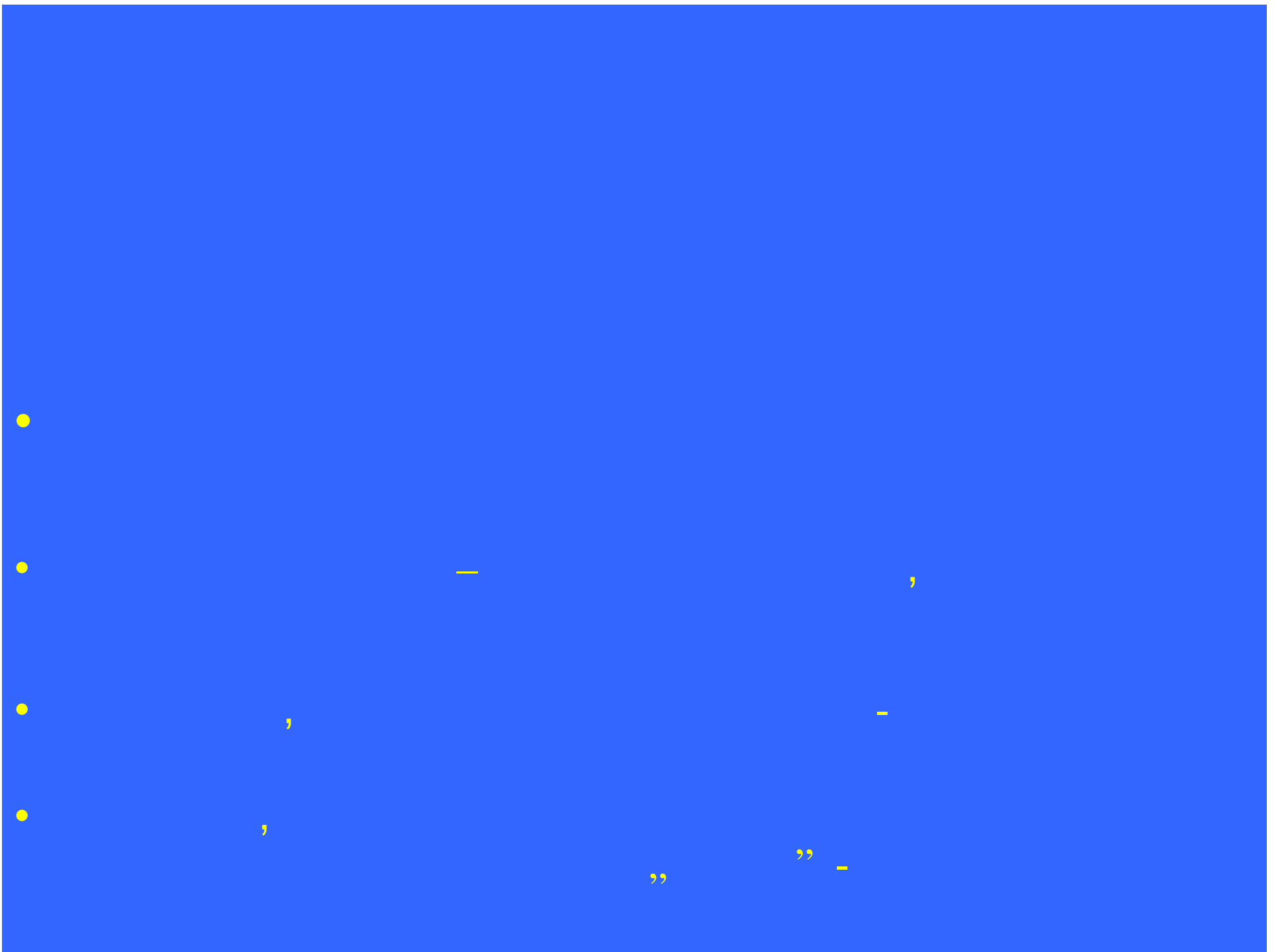
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