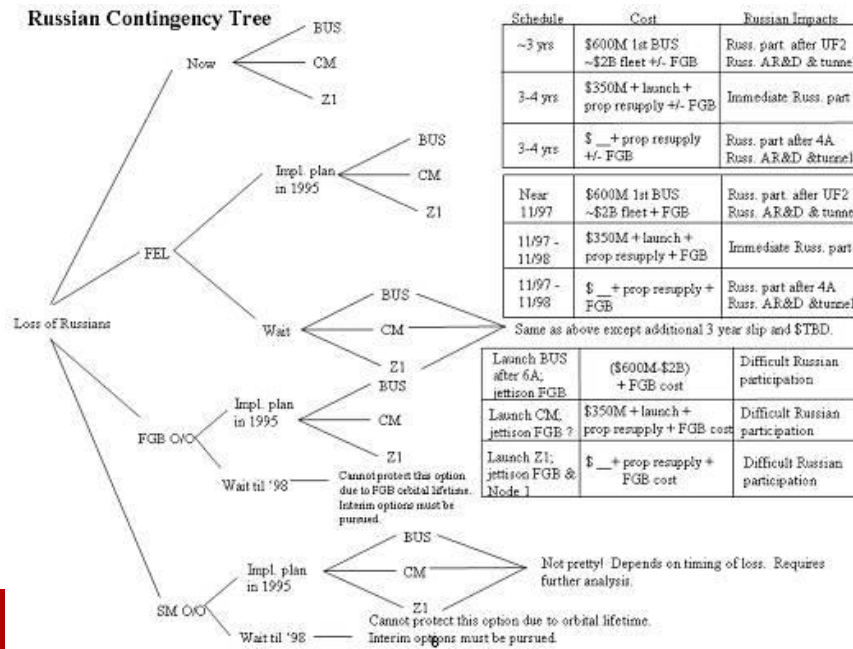


Rules of Principled Negotiation

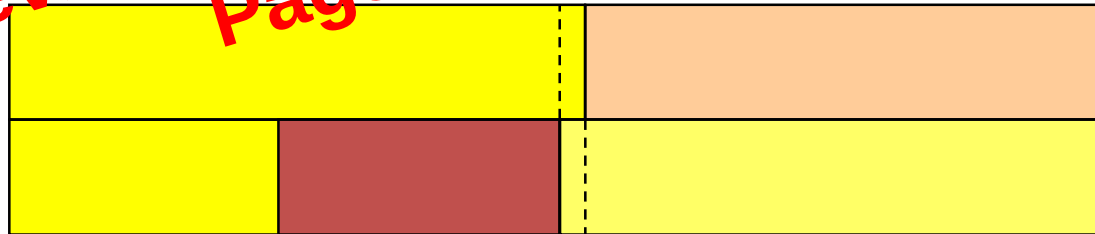
- Separate the people from the problem
- Focus on interest, not on positions
- Generate a number of options before making a final decision
- Make sure the result is based on objective criteria



Acceptance Zones in Negotiating

a) No overlap in acceptance zones

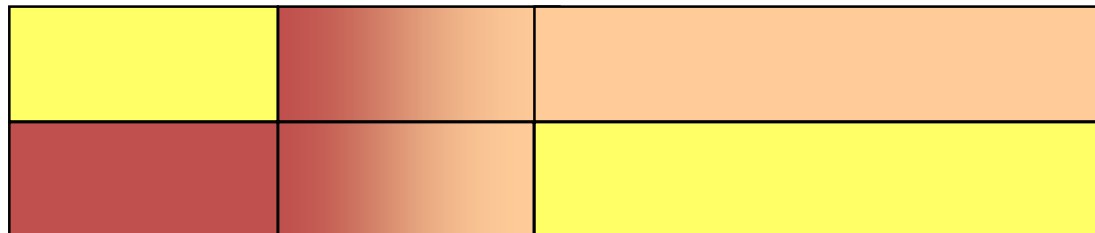
Company's acceptable ownership 51% to 100%



Buyer's acceptable ownership 51% to 75%

b) Overlap in acceptance zones

Company's acceptable ownership 25% to 100%



Buyer's acceptable ownership 51% to 100%



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