

30. Incorrect. The answer is true. Your reservation price is the price you must receive to come to an agreement. With a less desirable price you should walk away from the negotiation. Your reservation price should not change unless your situation changes. Another concept you should think about is your Best Alternative To a Negotiated Agreement (BATNA) and is essentially an alternative position that you would be willing to accept should the negotiation begin to move away from your preferred outcome. It is equally critical that your opponent not be made aware of your BATNA because they may take advantage of this knowledge and move you even further away from the preferred outcome.