

Tactics & Counterattacks

Tactic	Counter-Tactic
<p>1. Nibbling <i>Asking for more after you get to “yes”.</i></p>	<p>Make other person feel cheap or unreasonable for asking.</p>
<p>2. Higher Authority Deferring decisions to committees, partners, spouses, boards of directors, etc.</p>	<p>Remove the option up front if possible by prequalifying. If the tactic is still used, then ask: <i>“They usually follow your recommendations, don’t they?”</i> and <i>“You are going to recommend that they accept this, correct?”</i> Then get a commitment.</p>
<p>3. The Set-Aside Used in an impasse where one side won’t budge. State: <i>“I understand your position. Let’s just set that aside for now and talk about these other issues.”</i></p>	<p>Say: <i>“No, this is the main issue for me, and I want to stay with it.”</i></p>
<p>4. Good Guy-Bad Guy Expressing a desire to do everything possible to help, but stating that someone else will create problems for both of you if you do.</p>	<p>Identify the tactic and point it out: <i>“You’re not going to play good guy-bad guy with me, are you?”</i> Switch both to bad guy status.</p>
<p>5. The Feel/Felt/Found Formula Empathize with the opponent: <i>“I know how you feel, I felt that way too until I found that....”</i></p>	<p>Don’t get drawn into it. Being aware of this tactic is half the battle.</p>
<p>6. Acting Dumb People want to help those less capable than them. “Ignorance” puts them off guard and on your side.</p>	<p>Be on guard for the <i>“Gee, can you help me”</i>, <i>“Simple country boy”</i> and <i>“Poor helpless little thing”</i> types. Stay on your toes; these are often keen negotiators.</p>

<p>7. The Walk Away Be prepared to walk away at all times. When you pass that point, <i>you've lost</i>. Let the other side know that you are prepared to walk away.</p>	<p>Say: "<i>That's fine, so am I.</i>" And mean it!</p>
<p>8. Ask for More than You Want You ask for 30% to 100% more than you expect to get and then "settle" for what you really wanted all along.</p>	<p>Offer much <u>less</u> than you're willing to give, or raise offers at smaller increments.</p>
<p>9. Flinching Visibly reacting with shock at the opponent's proposal. Enforce the flinch by parroting.</p>	<p>Recognize it as a ploy. Can intentionally misinterpret. Use Good Guy-Bad Guy, Higher Authority, etc. as a counter.</p>
<p>10. Trade-Off Principal When asked for a concession, always ask for something in return.</p>	<p>Ask for additional concessions. Try for something they probably can't or won't give.</p>
<p>11. Vise Literally putting the squeeze on by replying to offers with: "<i>You'll have to do a lot better than that!</i>" (Makes you bid against yourself.)</p>	<p>Pin them down to specifics by asking: "<i>Exactly how much better?</i>" and "<i>I thought that was a reasonable offer, what am I not seeing?</i>" Negotiate from there.</p>
<p>12. Power of the Printed Word Using statements and statistics in the form of print to strengthen your case. Present them as "proof" that you are right.</p>	<p>Know that the written word is <u>not</u> gospel. Statistics can be, and often are, generated by people using them as "proof". They don't necessarily prove anything. Realize the potential power of statistics and don't be swayed.</p>
<p>13. Withdrawn Offer Use when negotiations get petty or ridiculous. Set a limit and then withdraw. Take away concessions already offered.</p>	<p>Avoid petty negotiations when possible. When caught in one, be the first to use this tactic. Use Higher Authority. Be ready to walk away and say so.</p>

<p>14. Reluctant Buyer Use the approach of: <i>“I don’t think I want it that bad. Maybe if it were a real bargain I would consider it.... How low can you go?”</i></p>	<p>Use Higher Authority, Good Guy-Bad Guy; ask for more than you want while flinching at the “ridiculously low price” that you appear to be offering.</p>
<p>15. “Do me a Favor” Sample statement: <i>“I’m really in a corner on this one and can’t budge. Do me a favor this time and I’ll make it up to you next time.”</i></p>	<p>Ask: How? When? In what way? Why should I?...Pin them down to specifics. Determine the value of the trade off; get it in writing.</p>
<p>16. Agreement Made & Funded Sends a written, signed agreement along with a check for the amount you are offering.</p>	<p>Return <u>all</u> of above with a written, signed counter offer.</p>
<p>17. Deadlines If you don’t decide by certain time, you lose opportunity, or another buyer is waiting.</p>	<p>Understand that most deadlines are flexible. Negotiate the deadline first and be willing to walk away rather than be rushed into a bad decision.</p>

A special thank you to Dr. Sherry Buffington, President of Peak Potentials and developer of the C.O.R.E personality assessment.

