



## The Power of Positive Influence, Persuasion and Negotiation Tactics & Counter-Tactics

	Tactic	Counter-Tactic
<b>1. Nibbling</b>	Asks for more after agreeing or saying “yes”.	Little “wins” for other side ok. If changing the deal, make the other person feel unreasonable for asking. Or suggest beginning the negotiation again.
<b>2. Higher Authority</b>	Defers decisions to committees, partners, spouses, boards of directors, etc. (Particularly bad if used after they led you to believe they had authority or a deal.)	Remove the option up front if possible, by prequalifying. If the tactic is still used, then ask: “They usually follow your recommendations, don’t they?” and “You are going to recommend that they accept this, correct?” Then get a commitment.
<b>3. The Set-Aside</b>	Used in an impasse where one side won’t budge. State: “I understand your position. Let’s just set that aside for now and talk about these other issues.”	Can be used by you too if you see you and other party are getting stuck. If you believe it is a tactic to get you emotionally attached or make you forget, say: “No, this is the main issue for me, and I want to stay with it.”
<b>4. Good Guy-Bad Guy</b>	Express a desire to do everything possible to help but stating that someone else will create problems for both of you if you do.	Identify the tactic and point it out: “You’re not going to play good guy-bad guy with me, are you?” Switch both to bad guy status.
<b>5. The Feel/Felt/Found Formula</b>	Empathize with the opponent: “I know how you <b>feel</b> , I <b>felt</b> that way too until I <b>found</b> that...”	Don’t get drawn into it. Being aware of the words and this tactic is half the battle. “No” is a complete answer.
<b>6. Acting Dumb</b>	People want to help those less capable than them. “Ignorance” throws you off guard/for their side.	Be on guard for the “Gee, can you help me”, “Simple country boy” and “Poor helpless little thing” types. Stay on your toes; these are often keen negotiators.
<b>7. The Walk Away</b>	Be prepared to walk away at all times. When you pass that point, you’ve lost. “I’m walking away.”	Say: “That’s fine, so am I.” And mean it!
<b>8. Ask for More than You Want</b>	Asks for 30% to 100% more than expects to get and then “settles” for what he/she wanted all along.	Offer much <u>less</u> than you’re willing to give or raise offers at smaller increments.
<b>9. Flinching</b>	Visibly reacting with shock at the opponent’s proposal. Enforce the flinch by parroting.	Recognize it as a ploy. Can intentionally misinterpret. Use Good Guy-Bad Guy, Higher Authority, etc. as a counter.

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<b>10. Trade-Off Principal</b>	Constantly asking for additional concessions or something in return in response to reasonable offer.	Ask for your own additional concessions. Ask outrageously including asking for something they probably can't or won't give.
<b>11. Vise</b>	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.)	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.
<b>12. Power of the Printed Word</b>	Using statements and statistics in the form of print to strengthen your case. Present them as "proof" that you are right.	The written word is not gospel. Research and statistics often are generated by people using them as "proof". Realize the potential power of statistics and don't be swayed. Ask for original source and take time to do own research before responding.
<b>13. Withdrawn Offer</b>	Sets a limit and then withdraws. Takes away concessions already offered. Trying to force way.	Sign of an amateur or a fishing expedition. Avoid petty negotiations. Can interpret it as "time to take a break." Pack up and be ready to walk away first.
<b>14. Reluctant Buyer</b>	Uses the approach of: <i>"I don't want it that bad. Maybe if it were a real bargain, I would consider it.... How low can you go?"</i> (Makes you bid against yourself.)	May be just tire kicker and wasting your time. Don't attach emotionally, they may not have authority. Use Higher Authority, Good Guy-Bad Guy; Can try takeaway approach stating: <i>"Not a problem. This probably isn't a fit for you at this time."</i>
<b>15. "Do me a Favor"</b>	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>	Ask: How? When? In what way? Why should I? ... Pin them down to specifics. Determine the value of the tradeoff; get it in writing. Declare it "National Favor Day" reminding, "I'll need one in the future."
<b>16. Agreement Made &amp; Funded</b>	Sends a written, signed agreement along with a check for the amount you are offering.	Can take it if close and move on to avoid headache. If insufficient, return all with a written, signed counteroffer and start looking at other options.
<b>17. Deadlines</b>	If you don't decide by certain time, you lose opportunity, or another buyer is waiting.	Understand that most deadlines are flexible. Negotiate the deadline first and be willing to walk away rather than be rushed into a bad decision.

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



"You have to be smart and keep watching their feet. Because sometimes they stand on their tiptoes and cheat."  
 — Dr. Seuss