



Peter Barron Stark President

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Tactic #27- Deflecting an Answer with a Great Question

Summary: Asking a question to redirect the conversation.

It may not be in your best interest to answer a counterpart's question if you do not have enough information to make an educated or appropriate response. In those situations, Deflecting an Answer with a Great Question is appropriate.

Example

A salesperson asks you, "If I could get this model in blue, your favorite color, would you be willing to purchase the unit today?" You respond by stating, "How long would it take you to locate a blue model and have it delivered?" You have not made a commitment, and at the same time you have asked a great question, which could yield information important to your purchasing decision. When negotiating to buy something, you can almost always make more gains before committing to buy than afterward.

Counter

If someone uses this tactic on you, the counter is to answer the question to the best of your ability and confirm that your answer is acceptable to your counterpart. Once you have agreement or understanding, return to [Asking a Closed-Ended Question](#) to gain commitment to buy: "If I can have the blue model delivered by this weekend, would you be willing to purchase the unit today?"

Do you have any negotiation questions? If so, then send them to us by hitting the "reply" button. We'll do our best to address them in upcoming issues.

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This tactic is one of 101 strategies and tactics featured in [The Only Negotiating Guide You'll Ever Need](#), by Peter Stark and Jane Flaherty.

info@everyonenegotiates.com

local: 858.451.3601
long distance: 877.727.6468

11417 West Bernardo Court,
San Diego, California 92127



11417 W. Bernardo Ct.
San Diego, CA 92127

Phone: 877.727.6468
Phone: 858.451.3601
FAX 858.451.3604

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