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Tactic of the Week #1

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Peter and his team of expert negotiators train leaders, sales professionals and procurement specialists in the art of negotiation.

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Tactic #1 - Is That your Best Offer?

Summary: Pushing a counterpart to provide his best offer by implying that the offer "on the table" is unsatisfactory.

A great way to practice your negotiation skills is to simply get in the habit of asking salespeople, "Is That your Best Offer?" You would be amazed how many times they will lower their price or throw in an extra benefit in response to this simple question.

Example

A buyer is purchasing a new laptop and asks the salesperson, "Is \$799 your best price?" The computer salesperson replies, "This laptop is going on sale for \$699 in a week. Let me see if I can get my manager to approve the sale price for you today." Simply by asking, the buyer saves one hundred dollars.

Counter

In this example, the salesperson is honest and does the right thing. The effective counter to this tactic is to build up the value of the benefits that the product or service has to support the price. The salesperson could respond, "That is our best price on this model, but if you do not need a built-in webcam, we can sell you that model over there for a hundred dollars less. Which would be better for you?"

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.



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