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Tactic of the Week #6



## Peter Barron Stark President

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

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## Tactic #6 - Sharing Both Pros & Cons

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Summary: Promoting full disclosure by informing a counterpart of both the positive and negative aspects of a proposal.

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This tactic is wonderful for promoting full disclosure in a negotiation, and it helps build stronger bonds of trust between counterparts. When you use this tactic, you communicate to your counterpart both the benefits and the possible downsides of a proposal. This tactic is very powerful because you gain points for being honest when it costs you something to do so. Providing the cons usually costs you something.

### Example

A person is selling a beautiful home with a large yard. When a prospective buyer walks through the home, the seller tells the buyer, "This home has a gorgeous view, a beautiful yard, a great school district, and fantastic neighbors. It also comes with a water bill of four hundred dollars per month to support the beautiful yard. I think the water bill was my only surprise when I moved in seven years ago."

### Counter

The only necessary counter in this situation is for the buyer to do her own research to verify both the pros and cons provided by the seller. When one party in a negotiation utilizes this tactic, the counterpart may have a tendency to trust the information provided and not feel the need to verify it. In negotiations of significance, everything should be verified.

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.

*If you'd like to forward this issue to a friend or colleague, please click "forward email" below.*

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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.

local: 858.451.3601

11417 West Bernardo Court,  
San Diego, California 92127



11417 W. Bernardo Ct.  
San Diego, CA 92127

Phone: 858.451.3601  
FAX 858.451.3604

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