

# THE MASTER NEGOTIATOR

Your premier resource for strengthening your negotiation technique and providing negotiation training for your organization.

Tactic of the Week #9

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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 #9 - Say "No" and Stick to Your Guns

Summary: Holding firm on an issue.

Sometimes the most effective tactic in a negotiation is simply to say, "No, I am not going to do that" or, "That will not work for me." This is an easy tactic to utilize, although it may be difficult for people who value being nurturing and supportive.

### Example

A woman is purchasing a T.V. and the salesperson who is writing up the order states, "Almost all our customers find tremendous value and peace of mind by extending the warranty by an additional three years." The woman responds by simply stating, "No, I am not going to do that."

### Counter

Two counters are possible, and both lead to the same goal. First, the salesperson might ask the woman if she would consider another option, like a two-year extended warranty. Second, he might try [Asking an Open-Ended Question](#) that would provide him with more information and help him understand why she does not feel the need to extend the warranty. For example, he could ask, "If the unit does malfunction in the next two years, how will you go about getting it repaired?"

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.*

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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