

# THE MASTER NEGOTIATOR

Published by the Peter Barron Stark Companies

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Tactic of the Week #35

September 9th, 2010



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## Tactic #35 - Establishing a Fair Starting Point

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Summary: Encouraging any partner interested in buying out another partner's interest to make a fair and reasonable offer.

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Negotiations generally benefit from having a starting point both counterparts consider fair.

### Example

Two business partners enter a buy-sell agreement that Establishes a Fair Starting Point in case either partner wants to buy the other partner out in the future. They make the following agreement, sometimes referred to as a "Dutch Auction": If Partner A wants to buy out Partner B, Partner A will make an offer that he considers fair and acceptable. B is then given a choice. She can accept A's offer, or reverse the offer and buy out A under the same terms. This system of Establishing a Fair Starting Point encourages any partner interested in buying out another partner's interest to make a fair and reasonable offer.

### Counter

The so-called Dutch Auction is a difficult tactic to counter because both parties agree to the fair starting point before the tactic is ever utilized.

Do you have any negotiation questions? If so, then send them to us by hitting the "reply" button in your email window. 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.



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