

# THE MASTER NEGOTIATOR

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Tactic of the Week #49

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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 #49 - Losing the Battle to Win the War

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Summary: Conceding on a deal point that is not as important to one as the larger goal.

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To promote the long-term best interest of a relationship or accomplish a larger goal, conceding a deal point may sometimes be the best option.

### Example

A woman wants to purchase a brand-new home that is going to cost almost \$150,000 more than the home she and her husband are currently living in. Taking on that much new debt scares her husband. He tells his wife that the new home is a huge financial stretch for them and he doesn't think they should buy it at this time. The wife responds saying she would consider staying in the current home if they could get new carpet and have the kitchen remodeled. Knowing that these changes will cost him a lot less than the debt on the new home, the husband agrees to the carpet and remodel.

### Counter

The wife already countered in this negotiation by presenting the remodel as an alternative to purchasing a new home. To maintain a healthy relationship with her husband, she might want to accept this win-win outcome.

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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