

# THE MASTER NEGOTIATOR

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Tactic of the Week #52

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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 #52 - Feel, Felt, Found

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Summary: Using empathy to show understanding for a counterpart's concerns and to explain one's own point of view.

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Feel, Felt, Found is effective for helping your counterpart understand your point of view.

### Example

The buyer states, "I can't believe you're asking \$30,000 for this software package." The seller responds, "I can understand how you feel about the price. Many other owners have felt the same way until they found out how customizable and trouble-free our software is. There really is a difference, and that is what makes this price such a great value."

### Counter

The buyer could respond with the tactic of [That's Not Good Enough](#), insisting that \$30,000 is simply too much, then pausing and waiting for the seller's response. Or, the buyer could appeal to a [Higher Authority](#), explaining that his wife or business partner will let him spend only \$28,000. Finally, he could use the tactic of the [Trade-Off Concession](#) and agree to pay the \$30,000 if the seller will throw in service and support for one year.

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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