

THE MASTER NEGOTIATOR

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Tactic of the Week #90

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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 #90 - The Field Trip

Summary: Arranging for a counterpart to visit one's site or the site of another customer.

Any time you can get your counterpart to leave her office and visit your site or the operation/installation of one of your customers, you obtain leverage. One reason this approach works so beautifully is that it also employs the tactic of [Investing Time](#) by getting your counterpart to spend time and energy on the negotiation, which raises her level of commitment. A second reason this tactic is effective is that it gives you the opportunity to show your counterpart how well what you are selling works in real life. This enables your counterpart to envision herself using your product or service.

Example

A salesman who sells printing presses invites a potential buyer out to the plant of another customer who is currently utilizing the model of press the potential buyer is interested in. The buyer sees that the press is working well and the customer is happy with it. As the buyer watches the demonstration, she can actually picture her staff using the press.

Counter

To protect herself, the buyer needs to make sure she has the ability to walk away from the demonstration without feeling obligated to make a decision on the spot. This ability to walk away will help maintain balance in the negotiation. To make sure she has all the facts, the buyer could plan her own Field Trip (possibly to a plant where they are using a competitor's product). The more knowledge she gains about the competition and the product under consideration, the better off she will be. She might even seek out customers who are dissatisfied with the product in question. Any information she acquires will help her gain leverage if she decides to continue negotiating with the first salesman.

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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