

THE MASTER NEGOTIATOR

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

Tactic of the Week #92

October 27th, 2011



**Peter Barron Stark
President**

Peter and his team of expert negotiators train leaders, sales professionals and procurement specialists in the art of negotiation.

[Click here to learn more about our programs.](#)

**Subscribe for
Free!**

If you have not yet subscribed to The Master Negotiator or The Tactic of the Week, [sign up here.](#)

Recent Tactics:

[Tactic #91 - Jumping on the Bandwagon](#)

[Tactic #90 - The Field Trip](#)

[Tactic #89 - The Ambush](#)

Connect with Us:

www.EveryoneNegotiates.com

[Watch us on YouTube](#)

info@everyonenegotiates.com

Tactic #92 - One Foot on the Dock

Summary: Increasing penalties if the counterpart does not make a decision.

This tactic, which is similar to [No More Mr. Nice Guy](#), is useful when a counterpart starts making unreasonable demands or causing excessive delays in the negotiation. You start taking punitive action, creating the feeling that your counterpart has One Foot on the Dock and the other foot in the boat—and the boat is slowly moving away from the dock.

Example

The owner of a commercial building decides to refinance her property since interest rates have dropped significantly. She is negotiating with two banks to try to get the most competitive rate. Using the [Power of Competition](#), she keeps gaining concessions from both banks. Pushed to his limits, the loan officer of one bank finally tells the building owner that if she does not sign a letter of intent to lock her loan in at 6.75 percent by Friday at 5:00 pm, the rate will go up to 7.00 percent on Monday at 8:00 am.

Counter

The easiest counter for the building owner would be to utilize [These Boots Are Made for Walking](#), concentrating her negotiations on the other bank she is already working with or opening negotiations with a third bank. A second effective counter would be the [Trade-off Concession](#). She could agree to sign the letter of intent at 6.75 percent if the bank will waive the appraisal fee. Finally, she could employ the [Calling Your Bluff](#) tactic, telling the loan officer there is no way she can make a commitment by Friday, so if the bank cannot hold the 6.75 percent interest rate, there is no need to continue the negotiation.

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.

If you'd like to forward this issue to a friend or colleague, please click "forward email" below.

858.451.3601

11417 West Bernardo Court
San Diego, California 92127

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.



11417 W. Bernardo Ct.
San Diego, CA 92127

Phone: 858.451.3601
FAX 858.451.3604

Copyright 2011 Bentley
Press