

# THE MASTER NEGOTIATOR

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

Tactic of the Week #57

February 17th, 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 #56 - The Puppy Dog](#)

[Tactic #55 - Building a Bridge](#)

[Tactic #54 - Conditional 'No'](#)

## Connect with Us:

[www.EveryoneNegotiates.com](http://www.EveryoneNegotiates.com)

[Watch us on YouTube](#)

[info@everyonenegotiates.com](mailto:info@everyonenegotiates.com)

858.451.3601

## Tactic #57 - The Ball is in Your Court

Summary: Presenting a problem to a counterpart and challenging him to come up with creative options for a resolution.

This tactic is effective for encouraging your counterpart to come up with creative ways to achieve your goal. You present a challenge that your counterpart needs to help you overcome.

### Example

An insurance company's office supply manager tells a vendor, "I really enjoy working with you and I think your equipment and service are exactly what we need. The problem is, we have a budget of only \$150,000 and you have quoted nearly \$165,000. What can you do to help us stay within the budget?"

### Counter

There are at least four possible counters to this tactic: (1) The vendor could explain how his products and services are designed to improve the insurance company's long-term bottom line (e.g., by minimizing repairs or lengthening the time before a replacement is needed). (2) The vendor could use the [Feel, Felt, and Found](#) tactic, stating, "I understand you feel our price is a little high. Other customers have felt the same way at first but have found after a few years that our products and services are the best values on the market." (3) [Appealing to a Higher Authority](#) might also be effective. The vendor could ask, "Could you check with your manager to see if the budget can be revised?" (4) Last, the vendor could try the [If . . . Then](#) tactic: "If we substituted a one-year warranty for our usual three-year warranty, then we could come a lot closer to your budgeted number. Would that be of interest to you?" The [If . . . Then](#) tactic usually leads to further negotiation and increases the probability of a win-win outcome for both counterparts.

[Take our Negotiation Styles Quiz](#) and find out what your style of negotiating is today! Next month we'll publish an infographic with the percentages of each style: the more people who take the test, the better!

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*

11417 West Bernardo Court  
San Diego, California 92127

*"forward email" below.*

---

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 2010 Bentley  
Press