

THE MASTER NEGOTIATOR

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Tactic of the Week #66

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Peter Barron Stark President

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Tactic #66 - Two Heads are Better Than One

Summary: Working alongside your counterpart to create a win-win outcome.

Although it is always good to have a plan complete with solutions laid out in your mind, getting your counterpart involved in generating win-win solutions can also be helpful. Your counterpart may well suggest an idea you had not considered.

Example

A client informs a consulting firm that she is having major customer service complaints and feels her staff needs training. While the consultant has a good idea about the type of employee and management training the company needs, instead of making suggestions, the consultant asks, "What type of training do you feel would work best for your managers and employees?" Clients usually have a very good idea of the prescription needed to cure their problems.

Counter

A counter will probably not be necessary with this tactic. But the client could employ [Deflecting an Answer With a Great Question](#) to change the course of the conversation, if desired. She might also try [Sharing Both Pros and Cons](#) of various possible solutions.

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.



858.451.3601

11417 West Bernardo Court
San Diego, California 92127

11417 W. Bernardo Ct.
San Diego, CA 92127

Phone: 858.451.3601
FAX 858.451.3604

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