

THE MASTER NEGOTIATOR

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

Tactic of the Week #70

May 26th, 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 #69 - We've Never Done That Before](#)

[Tactic #68 - Referencing a Benchmark](#)

[Tactic #67 - Salami](#)

Connect with Us:

www.EveryoneNegotiates.com

[Watch us on YouTube](#)

info@everyonenegotiates.com

Tactic #70 - Apparent Withdrawal

Summary: Acting uninterested in continuing the negotiation.

Sometimes, although you may not want to go to the extreme of walking away from a deal, you do want to give your counterpart the feeling that you are not really committed. Apparent Withdrawal should be used when you want to give the appearance that you do not care, when in reality you are simply trying to retain control of the situation.

Example

Several years ago, a friend of ours was negotiating to buy a beautiful home. He had gone through several days of negotiating on many deal points. He was in love with the house but the seller's last concession was still \$4,000 above what our friend wanted to pay. So he called the seller's broker and said that he was going to have to withdraw from buying the house because he could not make the numbers work to his satisfaction. Our friend was confident that neither the seller nor the broker would let a \$300,000 deal go over a difference of \$4,000. Since our friend was willing to pay the \$4,000 if he had to, this was a case of Apparent Withdrawal rather than Withdrawn Offer.

Counter

The broker had at least three possible tactics at her disposal: [These Boots Are Made for Walking](#), [I'll Meet You in the Middle](#), or [Trade-Off Concession](#). Any of these tactics could have worked to bring our friend back to the bargaining table without giving in to his lower price.

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.

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

Copyright 2010 Bentley
Press