

THE MASTER NEGOTIATOR

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Tactic of the Week #75

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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 #75 - The Choice is Yours

Summary: Giving a counterpart several acceptable alternatives to choose from.

You can use this tactic when you have several alternatives that are acceptable to you. Salespeople are trained to use this approach to gain a buyer's commitment.

Example

A car buyer tells the salesman, "I'm looking for a 0% loan. However, I am willing to buy this car for \$23,999 at 4.5% interest, but only if you throw in the paint sealant, upgraded sound system, and floor mats. Either way, The Choice Is Yours."

Counter

The salesman has lots of options here, including: (1) saying "no" to both deals and starting over; (2) making a counteroffer to one deal or the other; (3) using [Apparent Withdrawal](#); (4) employing [These Boots Are Made for Walking](#); or (5) making a [Trade-off Concession](#).

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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