

# THE MASTER NEGOTIATOR

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Tactic of the Week #77

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## Peter Barron Stark President

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

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## Tactic #77 - The Decoy

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Summary: Making a big issue of something unimportant in order to gain a concession that matters more.

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With The Decoy, you make a big issue of something you don't care much about when you are really after something else more important to you.

### Example

You are buying a new copier and you strike a deal. The only option the copier does not have is the ability to edit images, which the dealer agrees to install for you. When you are getting ready to sign the papers, the dealer informs you that it will take a month to get the copier ready and the image editing feature installed. Although the time frame is not that important to you, you make a big issue of it, hoping that the dealer will make another price concession. In fact, you even tell the dealer you will go somewhere else if he cannot make the long wait worth your while.

### Counter

If he suspects your motives, the dealer can utilize [Uncovering the Real Reason](#) to expose your tactic. Other options are [Apparent Withdrawal](#) and [These Boots Are Made for Walking](#)

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.



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

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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