

THE MASTER NEGOTIATOR

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Tactic of the Week #82

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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 #82 - How Would You Like to Pay for That?

Summary: Making an offer and assuming a counterpart will accept it.

With this tactic, you make an offer and assume that your counterpart will take it. You've undoubtedly met salespeople who, before a negotiation has been settled, just assume you will buy their product and ask, "How Would You Like to Pay for That—cash or credit card?"

Example

You are asking \$300,000 for your house. You have stated that you will consider taking less if the buyer will agree to a short escrow, but you haven't specified how much less would be acceptable to you. The buyer says he will buy your house for \$270,000 and asks if you would prefer a fifteen or thirty day escrow.

Counter

First, you could use the tactic of [YIKES! You've Got to Be Kidding!](#)-blowing up to get the price back to a respectable figure. Second, you could try making a [Trade-Off Concession](#). You could say that you will accept the price of \$270,000 if the buyer will pay in cash and buy the next day. Third, using [I'll Meet You in the Middle](#). You could come up with a higher price and split the difference. Fourth, you could utilize [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.



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