

THE MASTER NEGOTIATOR

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Tactic of the Week #83

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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 #83 - Providing Negative Information

Summary: Using negative information about a competitor to affect a counterpart's decision.

Sometimes you can change the power and direction of a negotiation simply by Providing Negative Information.

Example

A saleswoman is making a product presentation to a customer, who eventually says he is thinking about buying the product from ABC Company, one of the saleswoman's competitors. The saleswoman knows that the recent issue of *Consumer Reports* contains an article that has a great deal of negative information about ABC's service, financial stability, and product quality. So she tells the customer, "Before you make a final decision, I recommend that you read the January issue of *Consumer Reports*. It has an article about ABC Company."

Counter

The customer has to do his homework and verify everything the salesperson says. The salesperson will undoubtedly weigh the negative information about the competitor's product to be favorable to her own company. The customer should ask the saleswoman to explain why her product is superior to the competitor's, and substantiate her claims. If the customer is really interested in the competitor's product, he should provide the competitor with the opportunity to answer the negative claims made by both the saleswoman and *Consumer Reports*.

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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