

# THE MASTER NEGOTIATOR

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Tactic of the Week #84

September 1st, 2011



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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 #84 - The Perfect Solution

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Summary: Trying to influence a deal point by offering the ideal way to fulfill all of a counterpart's needs.

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When your counterpart lays a proposal, solution, or deal point on the table, it is a good idea to test how strongly that counterpart feels about his position. One great way to do this is to offer your counterpart The Perfect Solution.

### Example

A general contractor provides a proposal to build a patio and barbecue for a homeowner for \$15,000. When the contractor states the price, the homeowner responds that he does not want to spend any more than \$12,000. The contractor replies, "If I could design and build for you The Perfect Solution to all your patio and barbecue needs, would you be able to come up with the additional \$3,000?"

### Counter

The homeowner could counter with the tactic of the [Higher Authority](#), blaming the budget on his wife, equity line of credit, or someone or something else with decision-making power. Second, he could utilize the tactic of [Asking an Open-Ended Question](#) and ask the contractor, "If I cannot find an additional \$3,000, what would you recommend I do?" Third, he might try the [Reward in Heaven](#) tactic, suggesting, "If you could build the patio and barbecue for close to \$12,000, I will be a great reference for you in years to come." Fourth, he could ask the contractor for a breakdown of the costs to see if there are any parts of the project he could do himself.

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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