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Tactic of the Week #86

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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 #86 - Flattery or Sweet Talk

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Summary: Appealing to a counterpart's ego.

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One effective way to gain leverage in a negotiation is to use Flattery or Sweet Talk. When used effectively, flattery has the impact of motivating the counterpart to respond.

### Example

The president of a nonprofit corporation asks a speaker to give the opening address at the organization's fundraising dinner. The president begins his request with the statement, "Although I do not have the budget to pay you, I need a great speaker and you are the best I know." This type of flattery, combined with the opportunity to do something for a worthy cause, makes the request hard for the speaker to turn down.

### Counter

If the flattery seems sincere, the speaker should express her appreciation. But, it is important for her to be able to set the flattery aside when making a decision. If she wants to counter the offer, she can emphasize the importance or value of her speaking skills. A second option would be to ask for some compensation other than money such as a free advertisement in the program for the fundraiser.

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.



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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