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Tactic of the Week #87

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Tactic #87 - Setting a Time Limit

Summary: Imposing a time limit for making a decision.

At any time during a negotiation, either party may Set a Time Limit on agreeing to a particular deal point. But remember, you do not have to accept any limits your counterpart sets. In fact, it is a good idea to question all your counterpart's limits. On the other hand, it is also a good idea to go into a negotiation with your own limits in mind.

Example

You make an offer on a house. The seller counters with a price that is two thousand dollars higher, and gives you just twenty-four hours to make a decision.

Counter

First, you could counter with the tactic of [Asking an Open-Ended Question](#), asking why the seller is imposing this time limit. Second, using the tactic of [That's Not Good Enough](#), you could tell the seller the time limit is unacceptable and be prepared to walk away. A third option would be [Moving the Deadline](#). Tell the seller you cannot respond within twenty-four hours, but will reply in forty-eight hours. This tactic would give you more time to make a better decision. Fourth, you could simply ignore the time limit.

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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