

Introduction

Here are 10 popular negotiation tactics can shrink your margins. They can also boost your profits. To ensure it's the latter read this list and keep as a handy reference guide.

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Negotiation Tactics

Tactics	The Definition	Example
THROWING JUNK	Information that is delivered tactically to weaken the other party's position.	"Well, the seats aren't in great condition. I'm not crazy about the color either."
PERSUASION	Cause the other party to do something through reasoning or argument.	"We need to evaluate this decision from a total cost of ownership standpoint."
COMPETITION	A tactically delivered threat of doing business elsewhere.	"You're quite a bit higher than the competition."
THE FLINCH	A tactically delivered negative reaction to the other party's position as a means to increase their satisfaction with the outcome.	Whoa, I must have misheard you. \$70 per unit?!"
THE SQUEEZE	A tactically planned statement that directly targets your opponent's insecurity about their own pricing or position.	"I like you, but I need you to do better than that."
DEADLINE	A time pressure that is tactically aimed to affect the choices the other party makes, resulting in a more favorable position for yourself.	"I need your best offer by 5pm."
FIRM POSITION	Strategically deadlocking in order to test the other party's position.	"It sounds like we won't be able to agree on terms. I appreciate your time."
LIMITED or NO AUTHORITY	Strategically displaying a lack of authority in a given negotiation in order to gain leverage.	"I've been instructed not to do a penny more than \$67 per unit on this SKU."
SILENCE	Strategically using silence as a means to increase as well as protect leverage.	"[Crickets]"
THE NIBBLE	A small, seemingly insignificant concession. Usually made at the very end of a negotiation.	"Okay great, now just agree to split the marketing costs and I can sign off."



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