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## Top Tactics For Negotiations

### Tactic 1:

To get what you want,  
you must **ASK for it**

### DECLARATION

I am willing to ask for a  
better deal

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### Tactic 2:

Create **affinity**

### Ways to create affinity:

- 1) Create commonality
- 2) State win-win intention upfront

### DECLARATION

I create affinity with  
my partner

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How do you get someone  
to negotiate?

You need a **hook!**

Tactic 3:

Create **Rationale**  
or **Reason**

#### Rationale Examples

1. It's not perfect
2. Volume
3. More future business
4. Saves them money
5. When's the sale?


Make yourself a  
**SPECIAL situation.**

#### DECLARATION

I create myself to be a  
special situation

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Tactic 4:  
**Don't go first**

The **biggest mistake** most people make is **going first** in the offering situation.

**DECLARATION**  
I let the other party go first

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Tactic 5:  
Have an **objective**  
in mind

**DECLARATION**  
I negotiate with an  
objective in mind

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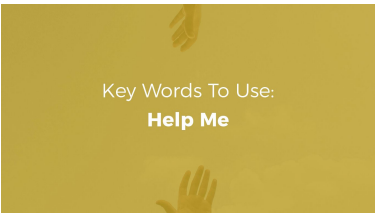


Tactic 6:

Use **weakness**  
as a strength

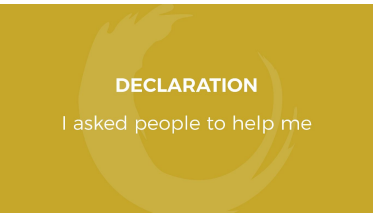
Key Words To Use:

**Help Me**



**DECLARATION**

I asked people to help me




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Tactic 7:

Create **competition**

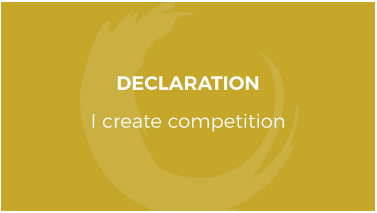
If you're **buying**, they're **competing** for  
your **money** and **business**.

If you're **selling**, create **limited supply**.



**DECLARATION**

I create competition



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Tactic 8:  
Use **third party**  
**authority**

**Never negotiate** with anyone  
who **doesn't** have the **authority**  
to give you **what you want**.

**DECLARATION**  
I utilize third party authority

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Tactic 9:  
Use the **good guy**,  
**bad guy** routine

**DECLARATION**  
I use the good guy,  
bad guy routine

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Protect your position

Tactic 10:

Use **Blue Chips**  
vs. **Bargaining Chips**

**Blue Chips:**  
Have to have's

**Bargaining Chips:**  
Nice to have's

**DECLARATION**

I ask for everything and end  
up with the important things

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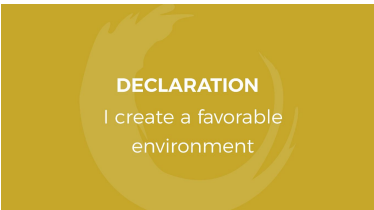
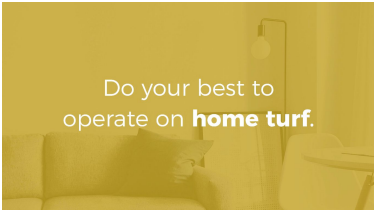
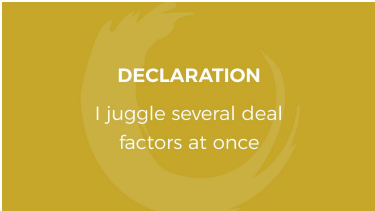
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Tactic 11:


Use factor **juggling**

Elements of Sale:

Price  
Credit Terms  
Shipping  
Delivery  
Warranty  
Return Policy  
Repairs  
Extra Parts









Tactic 13:

Use the **power** of the **printed word**




**DECLARATION**


I use the power of the printed word



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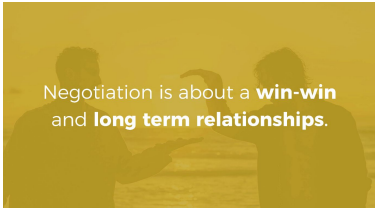


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Tactic 14:

Don't split the pie, create a **brand new offering**



Negotiation is about a **win-win** and **long term relationships**.



**DECLARATION**

When I negotiate, everybody wins.



**Negotiation Tactics Review**

1. Ask for what you want	8. Use third party authority
2. Create affinity	9. Use the good guy, bad guy routine
3. Create Rationale or Reason	10. Have Blue chips vs. Bargaining chips
4. Don't go first	11. Use factor juggling
5. Have an objective in mind	12. Create a favorable or cooperative environment
6. Use weakness as a strength	13. Use the power of the printed word
7. Create competition	14. Don't split the pie, create a brand new offering



**CONGRATULATIONS!**

You've just completed  
**Negotiation Tactics!**



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