

## Negotiating

When someone makes you an offer...

### Flinch

Adverse reaction, prevent opponent's anchor from setting

**"Whoa, are you serious?"**

### Crunch

Asking opponent to modify position before counter

**"Is that the best you can do?"**

### Bracket (Anchor)

Communicate your anchor and limitations

**"I've only budgeted \$ \_\_\_\_\_ for this."**

### Limited Authority

I can't make this decision on my own

**"I'd have to check with \_\_\_\_\_ before I could agree to that amount."**

### Trade Off

I'll make a concession if you'll make one for me

**"I think we could agree to your price if you'll (do/give) \_\_\_ in return."**

### Competition

Communicate that there are other acceptable alternatives

**"Does yours have \_\_\_\_\_? I found another one that did."**

### Legitimacy

Gain credibility and influence by 'getting it in print'

**"Here are the eight things we'd have to have if we purchased your \_\_\_\_."**

### Bold Stroke

Inviting your opponent to meet at a reasonable amount

**"Could we close this deal at the \_\_\_\_\_ figure?"**

### Nibble

Asking for a little more after agreement is set.

**"One question, you are going to include the \_\_\_\_\_, aren't you?"**



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