

Negotiate by Temptation

It's a cinch that you will not be successful in the long run trying to intimidate or threaten people into giving you what you want in negotiation. If, instead, you rely on false or misleading information you give to the trading partner across the table you risk getting a lousy reputation, and going to jail for fraud.

So what can you do? I recommend temptation. I am not referring to sexual temptation, although plenty of sales people resort to flirting and the like to get a sale. I am referring to figuring out an offer that is so tempting to your trading partner (TP) that he, she or they cannot refuse you, or are anxious about refusing.

Temptation includes all the terms of a potential deal, not just the price. It certainly includes all terms of delivery of goods and services, especially those about timing. And it includes all terms of payment, such as installment or partial payments or lump sum. What makes little or no difference to you may be very important to your TP and tempt them.

How do you know what might tempt your TP? Extra-sensory perception or ESP? Intuition? ESP and intuition are vastly over-rated in human communication. In fact relying on them has caused immense harm to many people, when negotiators think intuition and "reading people" and ESP led them correctly but they were wrong.

Instead, spend your negotiation time asking your TP what is important to them in the deal, not on beating on them to accept your proposal. Open up and tell them what terms are important to you and what you are flexible on. Yes, you open up gradually as you get to know them, so do not discount the time you spend sharing coffee or the buffet.

A tempting offer is less of course than what your TP is asking for or hinting at. It is also likely more than you originally planned to offer, or you would have offered it. You may even think it is unjustly much or more than your TP deserves. But think about what happens if your offer is not tempting enough.

If you cannot tempt them and they cannot tempt you then there will be no deal. What if there is no deal? That depends on the circumstances. Spend some time before the bargaining thinking seriously about *what happens otherwise* or WHO. Don't sugar coat or assume it will not be as painful as you know it will be.

If you can tempt your TP successfully then you will avoid WHO and make a deal.

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