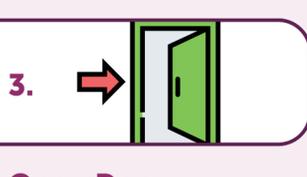




50 Negotiation Techniques for Account Managers

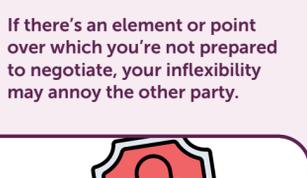
The following is a list of 50 useful negotiation techniques, tools and strategies for account managers to adopt when negotiating terms with a supermarket buyer.



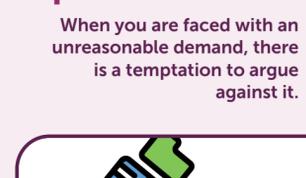
1. Either/Or
Use when reluctant to make a proposal or are afraid the proposal will be rejected out-of-hand.



2. Russian Front
Deliberately designed to be unattractive in order to force the other party to choose the option you favour.



3. Open Door...
A negotiation technique to use when faced with a surprise demand or proposal.



4. Argument Dilution
Don't be tempted to provide too many reasons to support your proposal.



5. Out of Bounds
If there's an element or point over which you're not prepared to negotiate, your inflexibility may annoy the other party.



6. Up & Over Method
When you are faced with an unreasonable demand, there is a temptation to argue against it.



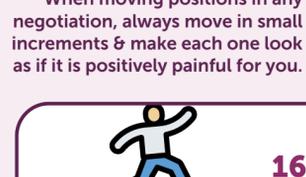
7. Deadlock
Don't be afraid of using deadlock because it can be a useful negotiation technique in the right circumstances.



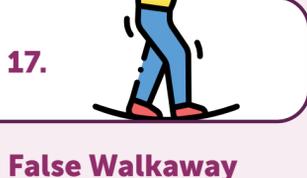
8. Deal Creep Technique
Don't take advantage of ambiguities in the supposed agreed deal.



9. Add-On/Take Away
The main part of your negotiation has been agreed too low. Add items from your wish list before agreeing to the whole deal.



10. Salami
Don't trade concessions in large lumps. Try to slice them into smaller concessions as it gives greater flexibility when bargaining.



11. Irritant Factor
Introduce something that is unimportant to you, but causes great inconvenience for the other party.



12. Shopping List Technique
If your proposal contains several aspects or several different items, you should aim to negotiate & agree on each aspect or item separately.



13. Big Outrageous Ask
Sometimes you may be surprised at what you can get if you only just ask!



14. Bleed Your Trades
When moving positions in any negotiation, always move in small increments & make each one look as if it is positively painful for you.



15. Low Cost, High-Value Tradeables
Always trade things that are low cost for you to give but are or are perceived to be of higher value to the other side.



16. Ambition Technique
Being ambitious at all stages of the negotiation, will drive bigger, better deals for you.



17. False Walkaway
A potentially high-risk technique, but one you should be aware of & deploy only after careful, balanced consideration.



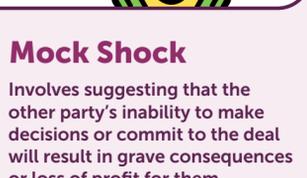
18. Spiders Web
Draws the other side into a web of numbers, acronyms & data that bolsters your argument & position & weakens theirs.



19. Soft Language
Soft or weak language either adds confusion, with the other side unsure of exactly what you mean or signals your adopted position is not firm.



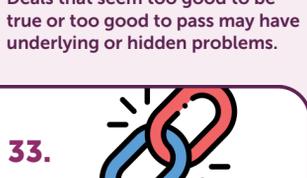
20. Brinkmanship Technique
Here, as well as putting the other side into a Deadlock (see above), you accompany it with a huge, unpleasant threat.



21. Super Size Me
A great negotiation technique for senior negotiators to deploy without undermining their lead negotiator.



22. Roadblock
Similar to 'Out Of Bounds' (see above), you introduce a legislative or procedural 'Roadblock' to prevent you having to concede ground in a particular area.

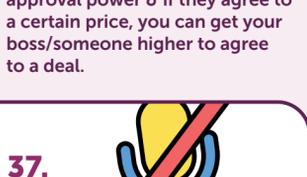


23. Steeplechase
Making the other side jump over hurdles which saps their energy, consumes their time & resources & forces them to give up value.



24. Future Promise Technique
Trading something that may or may not happen in the future for the other party for something of immediate value to you.

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25. Dutch Auction
Two negotiating parties are set to bid and compete against each other.



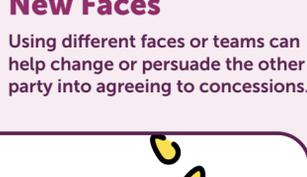
26. If You Then I...
It is simple, yet effective as it helps us to construct a proposal effectively.



27. Silence or Active Listening
Many amateur negotiators seem to believe that negotiating is all about talking fast & being mean. It isn't.



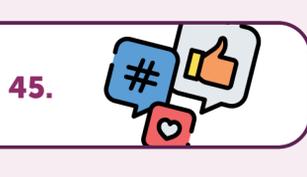
28. Adjourn Technique
Very few people use adjourn, yet it is very powerful technique. It's simply put, it is taking a break in a negotiation to re-group.



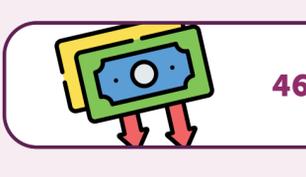
29. Mock Shock
Involves suggesting that the other party's inability to make decisions or commit to the deal will result in grave consequences or loss of profit for them.



30. Broken Record
Persistence is key to this technique. Like a broken record, keep repeating the offer or demand until its importance is established.



31. Trojan Horse
'Beware of Greeks bearing gifts.' Deals that seem too good to be true or too good to pass may have underlying or hidden problems.



32. Professional Flinch Technique
Involves implying that an offer's terms are too ridiculous compared to the standard norms.



33. Linking the Issues
Encouraging movement in the negotiation by establishing a connection between issues that have been previously thought as separate items with the use of an issue map.



34. Pre-emptive Strike
Offering a solid deal that forestalls any chance of negotiation. This can induce panic, leading the other party to agree.



35. Higher Authority
Showing you have limits in your approval power & if they agree to a certain price, you can get your boss/someone higher to agree to a deal.



36. 'Why?' Technique
Do not be afraid to challenge aspects of a proposal.



37. Off the Record
An informal meeting where both parties explore the position, thoughts, & other ideas on the deal.



38. Personal Favour
Reaches out to the other party's emotions. Emphasising the extra work you did for them while sacrificing conveniences on your end.

39. Guilty Party
Induce guilt on the other party by implying they're breaking a code or their refusal is something that has been conceded by other reputable, reasonable people.

40. Power Statement Technique
Creating a strong statement at the beginning of a deal to set what the climate of the negotiation will be.

41. New Faces
Using different faces or teams can help change or persuade the other party into agreeing to concessions.

42. Time Constraint
Creating an artificial time limit where the deal must be closed or lost.

43. Sow the Seed
Encouraging the other party to not decide now but think about it.

44. Denied Access Technique
A party ensures they are unavailable & unreachable for a certain period of time, avoiding contact with the other party.

45. Social Smell
Applying social pressure that causes the receiver to have thoughts of isolation, self-doubt & fear of missing out.

46. Loss Leader
Convincing the other party to sell something at a loss leader that will eventually lead to bigger sales in the future.

47. Incorrect Summary
Summarising the deal just so it tips in your favour.

48. 'It's All I can Afford' Technique
Goes well with Broken Record if you want to convince the other party that this is the best deal you can offer them.

49. Physical Power Play
This is where the other side deliberately set the negotiation environment up to be intimidating or uncomfortable.

50. Columbo: 'One Last Thing'
More value is extracted at the end of a negotiation than at any other stage.