

# NEGOTIATION PLOYS

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## SPLIT THE DIFFERENCE

A guide to the tactics and ploys that may be encountered when negotiating. Find out what they are and how to react- or how to use them yourself!

### What it is

While negotiating, one party proposes that a gap between each of their positions may be closed by 'splitting the difference'



### How to spot it

We want the other party to pay a price of \$100 but they want to pay no more than \$80

They propose to 'split the difference' and settle at \$90 as a "fair" outcome to both parties



### Why is it used?

The purpose of this tactic is to reach an agreement that has the appearance of fairness.

Each party concedes the same amount, so surely this must be a "win:win" outcome?

That depends on the legitimacy of each party's original positions. If the other party is prepared to pay \$90 now, why did they say they would pay no more than \$80 to begin with?

Neither party is getting what they wanted



### How to respond

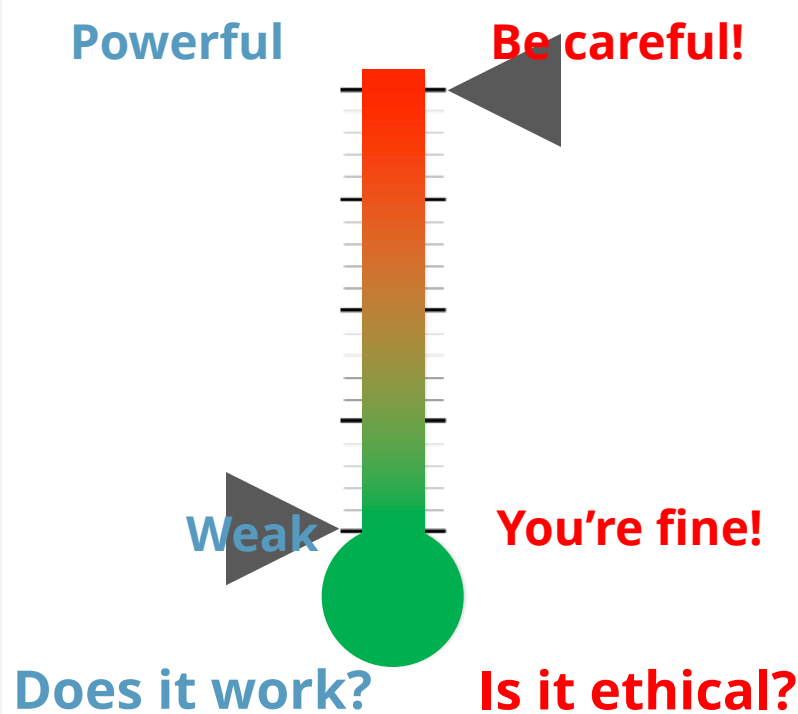
If the other party proposes 'splitting the difference' before they have used alternative persuasion methods, it suggests that their initial position was just that. A negotiating ploy. Avoid this ploy other than as a last resort. Its use favours the party who adopts the most extreme opening position. Make sure your negotiation objectives are rational and defensible



### Tip

This is a weak method of securing movement, but may work as a last resort

### Should you use it?



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