

NEGOTIATION PLOYS

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MANTRA

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

The other party repeats their position over and over again using exactly the same language just like a 'broken record' or 'mantra'



How to spot it

Apart from hearing the same statement repeatedly, you can spot this when the other party makes a statement like "We are not an insurance company" as was said to me by the lawyer of a professional services company who declined to accept liability for their services beyond the value of their fee. "We are not an insurance company". "We are not an insurance company". "We are not an insurance company" ...



Why is it used?

The purpose of this tactic is to wear you down. Repetition of the same phrase is intended to annoy you to the point where you don't want to hear the phrase again, so you give up. The repetition is designed to enhance the fact that there is no prospect of flexibility.



How to respond

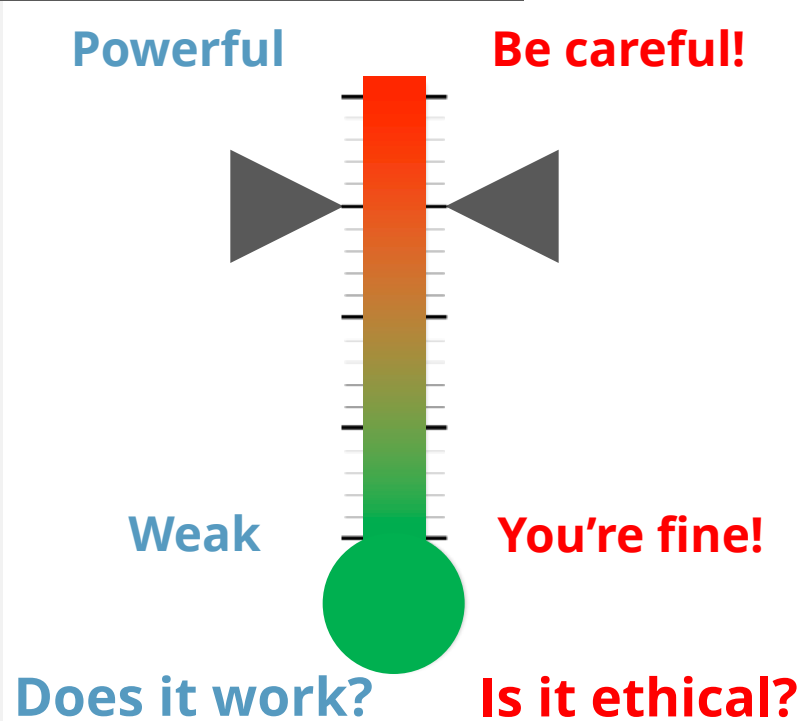
Active listening may help. Summarise the other party's point using different words, then use a linking word ('however', or 'and', not 'but') to restate your needs before proposing a solution. "I understand that you are not an insurance company, and we are relying on your expertise to avoid damaging our business. How about you indemnify us to the value of five times your fee?"



Tip

Aim to avoid allowing the other party wearing you down so you simply give up.

Should you use it?



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