

# NEGOTIATION PLOYS

05

## SALAMI SLICE

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

One party in a negotiation seeks to deconstruct a package into smaller elements. They then negotiate on each element individually, resulting in a series of small concessions



### How to spot it

A buyer asks for a price breakdown and then negotiates each line item individually. The salami sausage is 'sliced', and each element is negotiated down. When the slices are re-assembled, the sausage is a lot smaller! This is the application of logic to a cost or price breakdown



### Why is it used?

The purpose of this tactic is to engage in a series of small negotiations rather than one larger negotiation. It is an alternative to a 'package deal'



### How to respond

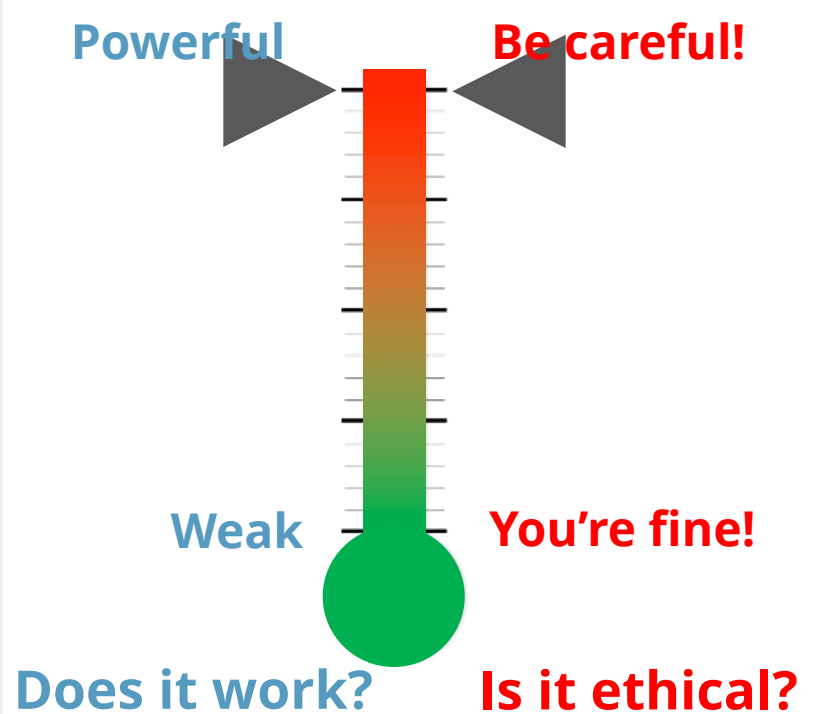
When presented with a package deal, consider rebuilding the other party's cost base from zero. When dealing with a cost breakdown provided by the other party, you are playing the 'away game'. Better to present the other with your cost model rather than be bamboozled by theirs!



### Tip

If you are asked to provide a cost breakdown try to resist. Alternatively, provide a cost breakdown which totals more than 100%. You can then demonstrate the true cost has been discounted to arrive at the offer price

### Should you use it?



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