

NEGOTIATION PLOYS

06

DIMINISHING RETURNS

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

Good negotiators recognise the importance of language and avoid the use of diminishing or apologetic language that has the effect of undermining your own position



How to spot it

Listen for wording like this:

"We'd like a little bit more..."

"I don't suppose there's any chance you could improve on that...?"

"I'm sorry to ask this, but I thought I'd try..."



Why is it used?

The purpose of this tactic is to avoid the use of diminishing or apologetic language that has the effect of undermining your own position.

The speaker fears hearing the answer 'no', so makes it easy for the other party to reject the request, or make a tiny concession



How to respond

In negotiation planning, make sure that the team recognise the legitimacy of their position at the table.

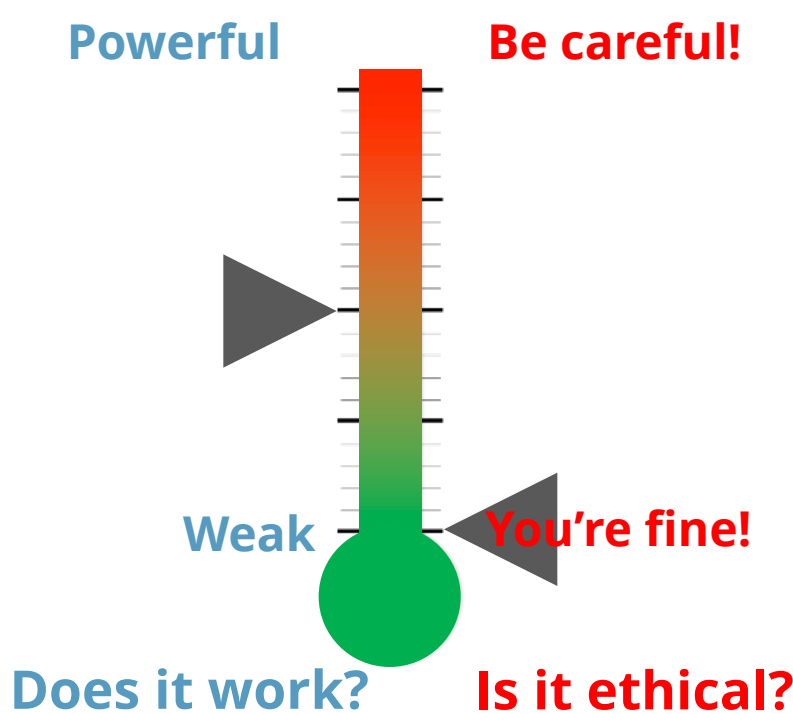
If we have agreed a target of 7.5%, ask for it! Don't say 'a bit'!



Tip

Avoid diminishing words like "a little", "a bit", "just", "try", "sorry"....

Should you use it?



If you are interested in getting better outcomes from your negotiations, why not visit <https://procurementandsupply.com/2022-pasa-premium-training-programme/> and book a place on one of our practical and interactive courses.