

THE MASTER NEGOTIATOR

Your premier resource for strengthening your negotiation technique and providing negotiation training for your organization.

Tactic of the Week #60

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Peter and his team of expert negotiators train leaders, sales professionals and procurement specialists in the art of negotiation.

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Tactic #60 - Investing Time

Summary: Getting a counterpart to spend time on a negotiation to strengthen her commitment to it.

Getting a counterpart to invest time in a negotiation gives you leverage. The more time people put into any endeavor, the more committed they become to the outcome, even when the outcome is not in their best interests.

Example

I recently bought a video camera. I had spent about two hours at the store listening to the options and benefits of the various cameras being sold and was ready to buy. But when the store clerk was entering the sale into the computer, she discovered that the desired model was no longer available. Rather than start all over again, I quickly made a second choice. After two hours, there was no way I was going home without a new video camera!

Counter

Several possible counters were available to me. Utilizing [Asking a Closed-Ended Question](#), I could have asked, "When will the camera be in stock?" Or, "Which of your other stores currently has this camera available?" I could have also suggested that the clerk [Sweeten the Deal](#), saying, "I will go ahead and buy this other camera that I do not like as much if you will throw in a camera bag for my inconvenience."

[Take our Negotiation Styles Quiz](#) and find out what your style of negotiating is today! Soon we'll publish an infographic with the percentages of each style: the more people who take the test, the better!

Do you have any negotiation questions? If so, then send them to us by hitting the "reply" button in your email window. We'll do our best to address them in upcoming issues.

If you'd like to forward this issue to a friend or colleague, please click "forward email" below.

This tactic is one of 101 strategies and tactics featured in [The Only](#)

[Negotiating Guide You'll Ever Need](#), by Peter Stark and Jane Flaherty.

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