

## NEGOTIATING TACTICS

**ON AVERAGE PEOPLE ARE 3X MORE LIKELY TO SAY YES TO A SMALLER REQUEST AFTER THEY HAVE SAID NO TO A BIGGER, RELATED ONE.**

*Source: Cialdini, R. B., Vincent, J. E., Lewis, S. K., Cotalan, J., Wheeler, D., & Darby, B. L. (1975)*



### MAKE THE FIRST MOVE

- All else being equal, those who make the opening offer in a negotiation end up with a better outcome than those who wait.
- An offer that is given first anchors a negotiation partner to that figure.
- When making an offer use precise rather than rounded numbers. It makes it seem like you have a strong justification for your offer.
- Compile a list of reasons why your ideal outcome is justified – in case your opponent beats you to the opening offer.

### TURNING 'NO' INTO 'YES'

- Make your initial request a relatively large one because people are more likely to say 'Yes' to a smaller request immediately after they have said 'No' to a larger one.
- But always make sure your first request is a realistic one. No one wants a reputation for being a trickster.
- And be sure that any concessions you make are given immediately after your first request is rejected. Otherwise they could be seen as a separate requests.

### HOME TEAM ADVANTAGE

'When a team plays at home they are expected to perform better'. Is this just an expectation, or is it what happens?

