

# 16 tactics buyers use in SALES NEGOTIATIONS

RAIN Group

Sometimes buyers use tactics to gain advantages in negotiation at the seller's expense. Even if your mindset and approach is win-win, you need to know how to counter any tactics that might be thrown your way.



## GOING, GOING, GONE

**Buyer Says:** "I'm talking to [name of your competitor] later, and I'm confident they'll go for this."

**Description:** A competitor-centric form of time pressure where "if you don't accept the agreement, somebody else will."

### Response Strategy:

- Decide if it's a bluff or real—the buyer may be doing this with other vendors as well.
- Know your BATNA (best alt. to a negotiated agreement).
- Make a Best and Final offer, which may be one further value add or concession.
- Always be willing to walk.



## RED HERRING

**Buyer Says:** "We're really concerned about this huge issue..." (But, in reality, they're not.)

**Description:** Buyer distracts the negotiation by introducing an unimportant issue to the seller, but making it seem important, so they'll get a concession from you when they drop it. Then you are not inclined to stand firm on more important issues.

### Response Strategy:

- Suggest dealing with issues separately.
- If something else is important, don't lose steam to negotiate when you get to it.



## PENCIL SHARPENING

**Buyer Says:** "You're going to have to do better than this. We need to get it for less."

**Description:** A common pushback to 'get you ready' to drop your price because 'they'll expect that.'

### Response Strategy:

- Ask, "Why?"
- Respond quickly that it's not your expectation to simply drop price for no reason.
- Focus on differentiation.
- Have value-adds ready to bargain and help them save face. Add more vs. dropping price.



## GOOD COP, BAD COP

**Buyer Says:** "I've brought along our colleague, Darth CFO..."

**Description:** Buyer introduces a "bad cop" late in discussions to pressure price, change the agreement, and reopen closed issues.

### Response Strategy:

- Bring your own bad cop.
- Don't blink or look intimidated.
- Stick to objectives, possibilities, requirements, and alternatives, and focus on outcomes.
- Wait it out, stay present, don't rush.



## SPLIT THE DIFFERENCE

**Buyer Says:** "Just meet me in the middle and let's call it a day..."

**Description:** Buyer asks you to meet them in the middle, even though the middle may not be fair for you.

### Response Strategy:

- Beware of the emotional appeal of showing "good faith" by splitting the difference.
- Don't cave.
- Search for a better solution.



## ONE LAST THING

**Buyer Says:** "I can get that signed today if you give this one last concession..."

**Description:** Buyer catches the seller at their most vulnerable point and uses eagerness to get the deal done to wring out final concessions.

### Response Strategy:

- Don't be tempted to cave.
- Remind the buyer that the process to get to final agreement includes flexibility on both sides.
- Respond with questions and a trade offer.



## CHERRY PICKING

**Buyer Says:** "I know I said our initial order would be 5,000 units with 5 components, but we'll just need this piece first..."

**Description:** Buyer tries to unbundle a solution but assumes all will be the same price when it isn't.

### Response Strategy:

- Make sure to respond that it won't work immediately to address the issue.
- Note on proposals that price assumes "this solution and volume" and changes will affect overall price structure.
- Engage discussion to work out appropriate pricing.



## "WE'RE DONE."

**Buyer Says:** "We can't go forward with what you've proposed..."

**Description:** Scare tactic to see if you'll cave to the buyer's communication that they will walk.

### Response Strategy:

- If you think it's a bluff, don't cave or blink.
- Ask, "Why?"
- Focus on opportunities and possibilities.
- Consider changing the scope vs. just dropping the price.



## ANCHORING

**Buyer Says:** "We're looking to spend no more than \$500,000 for this..."

**Description:** Buyer shares a target number, such as a budget cap, to anchor the bargaining range on the low side.

### Response Strategy:

- Go first with price. Don't wait for them.
- Find out whether it's a real number or a ploy.
- Understand what their likely alternatives are—this will help you respond.



## TEMPER TANTRUM

**Buyer Says:** "I can't believe this!"

**Description:** A sometimes-planned, heightened emotional reaction to price or a specific term in the proposal in order to evoke a response from you.

### Response Strategy:

- Don't get rattled. Remain professional.
- Suggest taking a short break.
- Get back to objectives and possibilities.



## OUTLAST

**Buyer Says:** "This is too much for now. Then I'll be out. Let's re-engage in 2 months..."

**Description:** Buyer tries to outlast you and wear you down with delays.

### Response Strategy:

- Share your willingness to do the same.
- Don't seem too excited about moving forward.
- Focus on urgency on their end with questions. If not urgent, then don't rush.



## SELECTIVE MEMORY

**Buyer Says:** "I don't remember agreeing to that..."

**Description:** Buyer conveniently "forgets" what they agreed to.

### Response Strategy:

- Avoid the issue altogether. Keep and share notes after all meetings.
- If you agreed to it, you agreed. Stick to that if it's important.
- Get back to objectives and possibilities.



## CLOSING WINDOW

**Buyer Says:** "Let's do a site tour first..."

**Description:** You have limited time to do a deal. They suggest time wasters first so you are time pressured when you actually get to negotiating.

**Response Strategy:** If they're stalling, ask to focus on the business agenda.



## WHACK BACK

**Buyer Says:** "Your price is too high..."

**Description:** Common buyer tactic to ALWAYS push back on the first price offered.

### Response Strategy:

- Ask, "Why?" Response is often faulty logic.
- Follow the RAIN process for responding to objections.
- Focus on objectives and possibilities.



## THEATER OF THE ABSURD

**Buyer Says:** "We've revised our agreement. We want your first born child, too..."

**Description:** Buyer asks for the sun and the stars, knowing it's absurd, hoping to then appear reasonable by lowering demands that are still, actually, unreasonable.

**Response Strategy:** Reverse direction by giving them an example of why what they are asking for is silly.



## STICKER SHOCK

**Buyer Says:** "It costs how much?!"

**Description:** Buyer appears to be shocked with the price. It could be an orchestrated response.

### Response Strategy:

- Wait for theatrics to die down.
- Ignore their flinch, and ask why it seems high to them. Often their reasoning is faulty.

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