

Scotwork®

since 1975



Grayson Snr. CEO

THE
**Dirty
Tricks**
OF NEGOTIATION

AND HOW TO SPOT THEM

Volume
2

Dirty tricks. Occupational hazards

Negotiation can be hazardous. There are dozens of underhand tactics out there designed to wrest control and push you from the negotiating table empty-handed. Hard to detect, these dirty tricks can be ruthlessly effective. They catch you off-guard and can force you to concede again and again. Identifying and side-stepping these threats will help you keep control and secure a better deal.

Every trick in the book. In a book

Every day Scotwork experts observe negotiation in action all over the world. Over 100,000 hours of deal-making analysis has exposed a minefield of sneaky tactics, ranging from the slightly questionable to the downright dirty. Dirty Tricks Volume 2 builds upon the popularity of Dirty Tricks Volume 1 and brings together 10 more of the most notorious negotiation tricks.

Become a real-deal negotiator

At Scotwork we know it takes more than a few tricks to make an effective negotiator. Using more cooperative methods gives you much better commercial outcomes and builds longer, stronger relationships. Our real-deal negotiation skills training empowers thousands of people and businesses to become winning deal-makers.

To find out more visit us at [**scotwork.com**](https://www.scotwork.com)

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Trick #1 IN YOUR FACE



Ouch that sun is right in your eyes. You can barely see the other side of the negotiating table. But squint and you just make out your opponent's enormous chair. It's so much bigger than yours. He towers over you. And now he creeps a bit too close ...oops, this is awkward! He's inside your personal space. Right in your face. Need to end this pronto. You're tempted to cave in to his demands. But never concede to physical intimidation. It might feel uncomfortable, but once you've spotted this devious tactic, it's easy to let it wash over you, regain composure and retake control.

Trick #2

MEET THE OGRE

“Look Bernard, I’m a reasonable chap, but don’t make me get Grayson involved.”



It's all going swimmingly. Then out of left-field your negotiating opponent throws you a ridiculous demand to make your jaw plummet. 'What? No way!' you retort. This is daylight robbery. 'If you think I'm playing tough', he says, 'wait 'til you meet my boss'. Dramatic pause.

You freeze. Even more unreasonable? Things have jumped from bad to worse. You quake at the prospect of meeting this mysterious Dark Lord of deal-making. So maybe that swingeing demand wasn't so bad after all? Or, more likely, you're being tricked into conceding by the baseless threat of a big, bad boss upstairs.

Trick #3

JAM TOMORROW

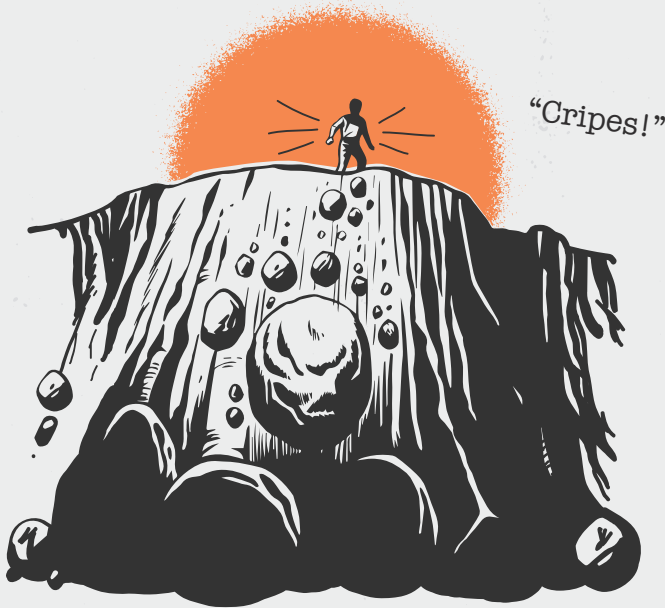
*“Did I get the promise of that
new car in writing?
...oh fiddlesticks!”*



Mmmm... your opponent's latest proposal sounds like a tasty deal for her but not so sweet for you. You're close to a close, but not close enough. Your well-thumbed wish-list is still well short of ticks. Then suddenly, a light-bulb moment from your negotiating opponent. She offers a bumper future concession to compensate you for the pain of dropping your price. Wow...it sounds amazing! You get all these benefits next year if you slash your costs now! But, beware empty promises and carrots that are contractually worthless. If you sell cheap today, ensure you get your jam tomorrow.

Trick #4

CLIFFING



You'd do anything to keep your favourite client smiling. So, when he asks you to tool-up to keep pace with his fast-growing orders, you quickly oblige. You fork out a small fortune on new kit. Not just any old off-the-shelf, but real state-of-the-art with a hefty price-tag. Fast-forward to negotiating new contracts. Now the mood darkens. Your client demands a ruthless price cut. Agree or he walks away, and your shiny new investment morphs into a cash-sapping white elephant. Say 'yes' and your margin is decimated. Say 'no' and you're staring down a cliff.

Avoid 'cliffing' and keep clear of the edge.

Trick #5

ONE OFFER ONLY

*“Great to see you Larry.
Tell me what you want and I’ll
tell you what you can have.”*



This sleight of hand takes the negotiating out of your negotiations. No cross-table bargaining or concession-trading. No swapping of proposal and counter-proposal. No subtleties to oil the wheels of the deal. Here, your opponent controls the ‘process’ with an iron fist.

You have just one chance to make your pitch.

Your position is exposed upfront. Price is everything. Extra demands and added-value are off the table. Instead, your proposals are mercilessly picked-off one by one and you are left with the bare bones of a miserable deal. Spot this trick early or your first offer will also be your last!

Trick #6

THE GOLDEN OLDIE



The old ones are the best, right? This is (literally) the oldest trick in the book. It goes as follows. Your unscrupulous negotiating opponent wants to drive you down on price. So, he tells you he knows another supplier who's just as good as you, but cheaper. This insider-info might well be a 'porky' but, true or not, it knocks your confidence and weakens your resistance to the buyer's demands. Who knows, this disclosure could be a well-intentioned tip from a helpful buyer. The trick may be familiar, but distinguishing honesty from deception can out-wit even the most seasoned negotiator.

Trick #7

MEET ME HALFWAY



“This is all the budget I have Kev, but I like you, so I’m willing to meet you somewhere in the middle. Capiche?”

You’re a pretty astute supplier, keen as mustard to win that coveted contract. So, your opening bid of £20,000 feels just right. Not too greedy. Not too giveaway. ‘Oh no!’, bemoans the buyer, ‘Way too much. My budget’s only 5k!’ But then her outrage turns to smiles. ‘Actually, I’m feeling generous today. I’ll meet you halfway. £12,500 and we have a deal!’ Your head spins. Her twisted compromise suggests you accept a 30% hit on your original bid. Beware artificially-low counter-offers that distort ‘half-way’ in the buyer’s favour. Ensure that any creative arithmetic adds up to a good deal for you.

Trick #8

RED HERRING

*“Correctomundo!
The Lamborghinis in a
tartan paint finish, by next
Tuesday, or I’m outta here!”*



There's a bit of an atmosphere in the negotiating room. Your client is demanding a must-have specification that you can't possibly deliver. You assure her you would if you could, but she's not happy. Alarm bells: now she's threatening to turn to other suppliers. You try to placate her with juicy concessions. No joy: she insists on the impossible spec, or else! Panic: you throw her more sweeteners and cut your margin to the bone. Suddenly the gloom lifts, it's a deal! The moment the price is right, your fickle client forgets her unattainable demand. Her red herring has caught you hook, line and sinker.

Trick #9

THE SHUDDER



You always warmed to your negotiating partner. Great client. You both go way back. Worked together for years. Shared a few sherries at the Christmas party. And now it's time to agree your next five-year contract. The vibe is good. You proffer an innocent proposal. But instantly his face turns to ice. His upper body shudders. His gaze hardens. 'You can't be serious', he splutters. 'This is so out of line!' His over-reaction is calculated to outflank your position. Look out for feigned displeasure, a woeful sigh, wince of pain or shrug of disappointment. Deceptive theatrics come in many guises.

Trick #10

SITTING ON YOUR HANDS

“NOPE!
Try again.”



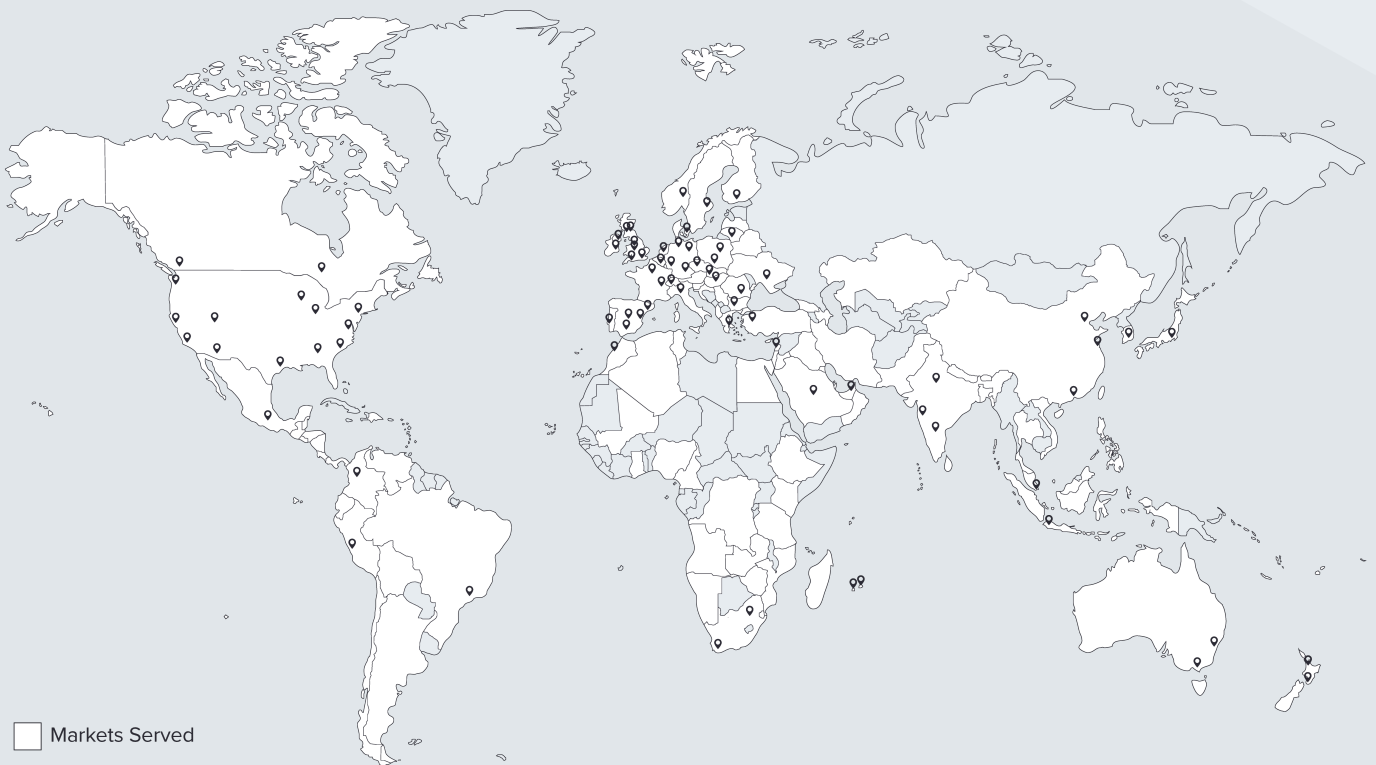
“...and again.”

Feeling energetic? Prepare to shoulder all the heavy lifting when this arch deception is at work. Here, your indolent negotiating opponent simply sits back to see how much she can gain. You table a proposal and she replies ‘Sorry guys, too expensive. Go away and think again.’ You return with a second offer and she says, ‘Sorry guys, still too expensive. Go away and think again.’ Each time you’re down-trading and price-slashing. And chances are you’re being played-off against a bunch of other long-suffering bidders. So, stand up to hand-sitters or see your deal die by a thousand cuts.

About Scotwork

MAKING A REAL IMPACT WORLDWIDE

Scotwork has coached hundreds of thousands of senior managers in 30 languages. We have grown into the world's number one independent negotiation consultancy, with offices in 50 countries. We work with organisations large and small across all sectors. After more than 50 years we are still giving people powerful skills that transform their lives, and handing businesses more successful futures.



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