

Negotiate Like a Pro

**Proven Strategies for Closing Deals
and Getting What You Want**

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FIRST OF ALL...

Why is negotiation skill so important? I'll tell you but first, let's look at this.

Before man landed on earth, negotiation was the ultimate way of getting ANYTHING you wanted. And looking at history, you'd see that wealth and fortune were accumulated by powerful people who were skilled at negotiation.

The study of negotiation is somewhat of a secret science, often not realized by many people. Negotiation is the modern day of power. If you can negotiate excellently, you are powerful.

Now, here is the first thing to understand: It is a GAME. And whoever plays the game over and over again is likely going to win against the person who has never played the game. The great thing about negotiating is that it can be learnt.

As you already know, there are rules in every game. Likewise, negotiation is played by a set of rules, just like the game of chess.

So, if you learn the rules, you can play the game well. If you allow other people to play the game on you, it is your fault.

But if, on the other hand, you learn negotiation tactics and use them to influence other people, you can take control of any situation.

And it doesn't matter whether you're someone looking to close a deal with a client, get your boss to increase your salary, hire a team... This

book will help you the most. It will empower you with navigation tools to get almost anything you want out of life.

PHASE 1

Why People Do What They Do

Before you think about negotiating with someone, you have to understand the psychology of that person.

First of all, keep in mind that people do something for their self-interest. If it's not going to benefit them in any way, why should they listen to you?

If you're going to the negotiation table, prepare to go with an offer that benefits the other person. Of course, you're getting something out of it, too.

The actual underlying psychological factors that motivate, inspire and influence a person to act are often unknown to even the most experienced negotiator.

Knowing how to deploy these tactics can be a powerful weapon in the battle of closing a deal. Of course, many of these negotiating techniques are subtle.

Many are exactly the opposite of what you've been taught, and chances are you're probably using some right now but don't even realise it.

One of the best ways to persuade someone you're negotiating with to do (or not do) something is to show him how he will benefit. Find what he lacks and offer to solve that problem.

Once you find what the person is craving for, propose that how they can get it is by doing what you want. People come to the negotiation table for a reason but it's for their own reason, not yours.

Negotiation is a power game. To learn and master it, you must develop the ability to study and understand people.

To be a master negotiator, you must recognize people's hidden motives.

Most times they won't tell you their motives. It is your job to discover their motives and use them to influence them.

Gather Information

It's important you gather as much information as you can about the person you want to negotiate with. This will give you more leverage.

The information you gather will help you understand the person you're dealing with or the type of deal that you'll be getting. Gathering information about the other person will make it easier to persuade him successfully.

Before persuading anyone, you must first build rapport with that person. Look for shared interests and use them to make him see and feel you're like them.

My friend, Akeem uses this a lot. He is a seasoned financial advisor. He told me about how he used this rapport tactic for his clients.

There was a time when he had a crucial meeting scheduled with a potential client, Mr. Johnson, who was looking to invest a significant portion of his retirement savings.

Knowing that building rapport was key to winning Mr. Johnson's trust and business, Akeem decided to leverage the information he had researched about him.

Before the meeting, Akeem spent hours digging into Mr. Johnson's background, checking his social media profiles, online publications, and public records for any insights that could help him establish a connection.

He discovered that Mr. Johnson was a retired engineer with a passion for vintage cars and a love for travel, particularly to exotic destinations.

Armed with this knowledge, Akeem meticulously planned his approach to the meeting.

As Mr. Johnson entered his office, Akeem warmly greeted him and started talking about cars, just like Mr. Johnson. Akeem shared stories about his own old cars and fun trips he'd taken.

As they talked more, Akeem talked about how Mr. Johnson could use his money to go on even more fun trips when he retired without any financial constraints.

He explained things in a way that was easy for Mr. Johnson to understand and suggested safe investments that could help Mr. Johnson's money grow.

Because Akeem took the time to get to know Mr. Johnson and be friendly, their meeting turned into a good partnership. Mr. Johnson was happy to have someone like Akeem help him with his money.

So, you must learn to build instant rapport with your prospects before negotiating with them.

This tactic also applies when you're going for a job interview. Research about the company. Know what their mission and values are.

Get to know the name of the CEO or founder. Research the average salaries for the position you're applying for.

Without that knowledge, you'll be negotiating blindly. You'll be at the mercy of your counterparts, allowing them to dictate the size of your deal. Don't let that happen.

Knowledge is power. When you have the right information at hand, you have a higher chance of making the best deal.

Your Mafia Offer

Before you approach a customer for negotiation, make sure you have an irresistible offer ready. Think about it. What can you give that your prospect will find it hard to say no to?

The success of negotiation largely depends on the offer. What are you bringing to the table? If it's something your prospect can find elsewhere, don't be surprised when he says no or walks away.

Always propose a deal with fabulous gains and people will always say yes to you.

I walked into a small pharmacy shop to buy some medicine. After the owner had finished packing the drugs, she told me the price.

I said that was too expensive and requested that she deduct some money from the price. She said, "That's the standard price."

"You'll have to do better than that," I said.

"How much better do you want me to do?" She asked.

"As you can see, this is my first time here. Or have you seen me here before?"

"I don't think so."

"The drugs I'm buying are monthly drugs for a patient. So, if you treat me well as your first-time customer, you'll see me here again. Or do you want me to go to the next pharmacy shop?"

She smiled and said, “Okay, I’ll give you a 5% discount”

And I agreed.

Can you see the power of an irresistible offer? She must have thought that giving me a discount would make me come back – that means more profits to her and I might even refer people to her next time. She was right.

In any negotiation situation (whether you’re buying or selling), always propose an irresistible offer that shows the person has much to gain and nothing to lose by saying yes to your deal.

Prepare the Objections Beforehand

If you're preparing to meet a client, it is good to always plan yourself ahead. In sales and negotiation, people always have reasons why they won't say yes to a deal.

And at times, they won't tell you all their objections. It is your duty as a salesperson to find the objections and handle them.

Many people with great products and services have lost many deals because they could not handle the objections thrown at them.

When I started out selling my service as a copywriter and I had an appointment, they would throw some objections at me.

And because I didn't prepare for those objections, most of the time, I lost the deal.

Here's what I did that changed the game for me. If you follow the process, it will change your life.

Find a sheet of paper and draw a tabular form. On the left-hand side, make a list of objections prospects usually come up with. Think about it.

What are the things that can make my prospect not to buy? Those are the objections you need to answer. Write down as many as you can think.

If you're new in your industry, ask a few experienced people to tell you the kind of objections they usually get when meeting prospective clients.

Now, on the other side of the paper, write down the answers for each objection you have listed.

HINT: Most of the objections salespeople have to do with trust, price...

So, prospects will always have objections like, "I don't believe you."
"It's too expensive."

Let's say you are a realtor and while talking to a prospect about the unit of house he wants to buy for rental income.

After much presentation, the prospect looks at you and says, "The house is great but the price is too much." What do you say? Or would you let him walk away because of that objection thrown at you?

Here's something you could say:

"I know it's a lot of money. Everyone who invests in this property says that it is a big investment when they are buying it first. Your investment in this property is going to occur once but your property is going to keep generating income for you forever. Why don't you purchase it so it can make more money for you?"

I have just shown you an example of how to handle the price objection.

Use this method for other objections. And the next time a prospect comes up with an objection, you won't have to struggle with what to say.

All you have to do is, smile at the objection, take your answers prepared and give it to the prospect and the objection will disappear.

In my book, “Sales Objections Handler,” I discussed different methods to handle all kinds of objections. You can go to owolabiisrael.com/shop to get it.

PHASE 2: During the Negotiation

Now that you've set a good foundation, you're ready to begin the actual negotiation. In this section, I'll give you strategies to implement throughout the remainder of the negotiation.

STRATEGY—Project yourself as an authority

You see, people love to do business with those who are seen as experts, gurus, specialists... Everything is judged by its appearance; what is underneath counts for nothing.

Always make sure you appear as a knowledgeable authority—people naturally respect such people. This is something you must learn to do (regardless of how big or small you think you are) if you really want people to do your will.

From the way you dress to the way you talk to the way you walk. All these things will give you a score in people's minds.

In the world of influence, the theory of authority cannot be overemphasized. When you are negotiating, the other party must see you as an authority at least within the first 5 minutes they spend with you.

Dress well. Groom your beard. Buy a good perfume so you stand out. Your appearance really matters. Many people have lost big deals, not because of bad offers, but because of their bad appearance.

People seek advice from those whom they perceive to be an authority.

If you have some level of experience thereby earning you some title, don't be afraid of using it. Like Dr., CEO, President, etc earn more respect.

Introduce yourself including your title. This act gives you more bargaining power.

One of the strong ways to express authority is knowledge. Acquire knowledge about your product and industry. The more you know, the more persuasive you'll be.

STARTING THE CONVERSATION

How do you begin a conversation with your counterpart? One of the most effective ways is using compliments.

Here, I'm not talking about common compliments like, "You have a nice shoe; I like your shirt, it's beautiful; Your hair is glowing; Your teeth are shining; blah blah blah...!"

Well, there's nothing bad in saying all those things per se. They are compliments everybody is familiar with on the street.

Bringing such into a business conversation does not have any effect on the mind of a person. There is a better way which is: Compliment their career achievements or intellectual skillfulness or good habits.

Examples:

"I listened to your podcast on Spotify where you talked about how small businesses can scale their revenue. That's a lot of valuable information you gave for free."

"I like how you inspire and mentor young entrepreneurs in Africa to go against the status quo and create wealth for themselves. Well done!"

"Wait, you launched 5 music albums within 12 months? I'm impressed. Most artists can't even do this. You must be really good at composing and producing quality work. Kudos to you and your team."

This kind of compliment is more powerful than a compliment they hear every day, right? Do this with tact. Be honest with your compliments.

Sound more enthusiastic about what you're saying about them. You may not know how effective this kind of compliment is until you give it a try.

Look into their eyes when talking to them. Smile—it doesn't hurt, does it? Be less official and more social.

The other person will see you more as a friend they can trust. And when you have gained their trust, the rest of your conversation will go smoothly.

Ask Questions

The goal of negotiation isn't simply to get a "yes". It's also to give assurance that you're the best fit for the deal. Whoever you're negotiating with has a desire to be understood. And the best way to understand a person is to ask questions.

Ask some "how" and "what" questions. This helps you lead the conversation indirectly. In sales and negotiation, the person who asks the most questions controls the conversation.

Don't allow the other person to be the one asking you the most questions. Be in control.

When you ask good questions, you'll discover the hidden desire or motive of the other person and you'll discover information that will help you move the person to their own decision.

Ask profound questions they are afraid of answering. The person who asks questions cares the most, and the person who cares the most about the prospect wins the deal.

Here are some questions you can use to get information from the prospects:

- What do you want to achieve?
- How long has that been a problem?
- What are you looking for?
- Oh, really?
- How have you tried to deal with the problem?
- What would that do for your lifestyle?
- How do we know we're on track?

- What do your team members see as the main challenges in this area?
- What have you tried to do about that?
- If I could help achieve your goals, what will change in your life or business?
- What happens if it doesn't get done?
- How do you mean? Can you be more specific?
- On a scale of 1-10, one being not really important and 10 being extremely important, how important is this for you to do?

The point is:

When you ask questions, you'll know the core of the problem, you'll gain more trust from the prospect and you'll find it easy to close any prospect, no matter how large the deal is.

STRATEGY—Use the person's name often

Studies have shown that people trust you more when you call their name often in a conversation. To them, you're a friend they can trust.

One thing I do most which has improved my relationship with people is...

Whenever I meet a new person, I ask about their name. And during our conversation, I infuse their first name, something like, "I agree with what you said. And you know what, John? Many people don't know the method you just mentioned. I'm glad you talked about it."

The best negotiators are the ones who form the best relationship with the other party.

How do you build a high-quality relationship with people (even if they are total strangers) so you can have a successful deal?

Here's a simple rule: Q—L—M (Questioning, Listening, Mirroring).

First, ask questions that reveal more about them and what they want.

Remember, the person who asks the most questions controls the conversation. But don't ask too many questions at a time.

That may block you from getting important information from the person because the person is bombarded with more questions than he could carry.

Once you ask the other party a question, the next thing you do is keep quiet and LISTEN to them. Allow the person to do the talking. You

could use phrases like “Yes”, “Okay”, “Uh-huh”, “Oh, I see”, or “How do you mean” – to get the person to reveal more about what he or she is saying.

The next thing is MIRRORING. Repeat back to the person what they just said. Paraphrase in your own words what you have heard them say.

Question for clarification where you don't understand. Never assume that you know what your counterpart is saying when you literally don't know.

STRATEGY—Ask for More Than You Expect to Get

Many people are reluctant to ask for more than they expect to get. The reason is because they are afraid of losing the deal. You should ask for more than you expect to get because it gives you room for negotiation.

Another reason why you should ask for more than you expect to get is that it raises the perceived value of your product or service.

Many people think that if they offer a low price, their clients will rush and buy. That's not true!

Here's the thing...

People usually see an expensive product or service as very valuable. And they take for granted, something that has low value or is free. That is the nature of human beings. So why don't you use it to your own advantage?

Besides, you don't know the price value the other person has placed on your product or service.

Imagine for a moment that you're selling off your Toyota Camry car for \$7,500. John walks in with his wife. They look at the car, test drive it and then ask you how much you're selling this car. You respond, "\$7,500."

John and his wife look at each other, shocked at the price you have just mentioned. "Oh, really... \$7,500?"

“Yeah, sure.” You answered.

John looks at his wife and says, “Honey, what do you think?” The wife nods with a broad smile on her face and says, “Yeah...let’s buy it.”

The first thought you’d have when the buyer says yes to your offer is that something must be wrong.

You begin to say in your mind, “Ouch! I could have done better than that. Maybe if I had said \$10,000 or more, they would have paid. And I could have made more profit.”

Don’t assume that your prospective client isn’t going to hire you if you ask more than you expect. He may be willing to pay more than you think.

Many salespeople assume that people don’t have money to buy. Assumption is the lowest level of knowledge. Don’t join the bandwagon.

There is a philosophy that says, “Ask and it shall be given to you.” It is now left to you the “rate” at which you are asking. If you ask for little, you’ll get little. If you’re a positive thinker, I can assure you that the more you ask for, the more you will get.

Now, here’s another thing you have to keep in mind when using this strategy: Apply some flexibility.

Don’t go to the negotiation table with the attitude of “take it or leave it.” If not, the other person will walk away from the deal and you’ll be the one losing out.

So how do you ask for more than you expect to get without chasing your prospective customers away?

First, you should place your price in 3 jags. The first jag represents the absolute bottom line—anything lower than that, you'll have to walk away from the deal.

The middle jag is the next offer you'll propose to your client if he says no to your biggest offer. Even at this second offer, you're still making good profit from the deal.

The biggest jag is your highest bid. As a salesperson, that's where you should start in any negotiation. Don't start from the bottom line. I'll tell you why.

If you're selling, you can go down from the first price but you cannot go up in price. If you're buying, you can always go up in price but you can never come down.

The other person does not know your "walk-away" price (and you don't have to tell him). So, he has to negotiate the price with you.

At this point, even if the person counters at a ridiculously low figure, you could still drive him up to the middle price (jag 2). And if you're lucky, you could get customers who still see your highest price tag as a good bargain.

Some clients understand the value of what you are offering them and will grab it quickly even if your price is high.

How do you make your counterpart agree to pay your asking price or even more? There are some things you must do. I will show in the next chapter. But for now, keep in mind what Norman Vincent Peale

said many years ago: Shoot for the moon. Even if you miss, you'll land among the stars. Never forget it for the rest of your life.

STRATEGY – Always Counter Their First Offer

Whether you are buying or selling, never say yes to the first offer, even if you think it's a good deal. You know why?

Doing so will leave the party with thoughts that they offered too much or that something is wrong with what they are about to buy.

These two reactions will go through anybody's mind if you say yes to the first offer.

People don't want to be hit by what's called the Buyer's Remorse.

What's Buyer's Remorse? Well, we all sometimes regret the things we bought, especially when it's something expensive that we bought on impulse.

So, to prevent that from happening, you need to make them feel like they got a good deal and not later regret it.

A few years back, I was offered a writing job (remote) by a hiring manager. All I was asked to do was write a 300-word article per day. The hiring manager said he would pay me N30,000 per month.

That was a lot of money to me... just for a simple and easy task that I could finish within 45 minutes from the comfort of my home.

Instantly, I accepted the job. That was a big mistake I made. Because I later realized that what he offered me was lowball.

I could have asked for more but I didn't. Because I said "yes" to his first offer. And I left money on the table which I could have gotten as part of the deal.

Maybe you could learn from my mistake. Expressing joy or any sentiment is not going to get you the best deal. Do not show it even if it is the deal that will save your life.

Don't appear too eager during negotiations. Over-enthusiasm can make skilled negotiators reconsider their approach and ask for more.

For example, if you're buying a house, avoid saying to the seller things like: "This is exactly what I'm looking for."

Use a low-key approach. Say things like: "Well, it may not be exactly what I'm looking for but I may be interested if the price is right."

The Next Available Alternative Technique

If you appear eager to sell anything, the buyer will most likely give you a lowball offer. But to avoid that, play the NAA game.

The best part is that you can use this technique to move the other party up to the mid-point or even beyond the high point of his negotiating range before the negotiation even starts.

A few years ago, I needed to raise cash quickly. I was running an advertising campaign for a particular product. So, I decided to sell my first saxophone.

I have used it for seven years—I bought it for N45,000. It was just sitting around the corner of my room. I had no time to rehearse

because I was busy building my business. So, I didn't need it anymore and put it up for sale.

One man who buys and repairs musical instruments showed interest.

"How much is it?" He asked.

"It's just N80,000," I answered.

"That's too high," he said.

"What's the very best price you could give me?" I asked.

"I'll give you N50,000." He said.

As desperately as I needed to sell the saxophone, I still played the Reluctant Seller game.

"Oh, not this saxophone, Mr. Uche. I can't sell this saxophone at that price. You already know that this instrument is worth more than the price I'm asking for. And you'll surely make lots of profit from it after buying it from me."

"I can't do more than N50k, Mr. Israel," he said.

"I think it's better I dash my brother who is enrolling in a music course in a few months than selling it for a mere N50k. That way, I know I've invested in him."

I paused to watch his reaction. He thought for a moment and said, "Okay, I will pay N60,000."

That's fine.

Mr. Uche happily paid me N60,000 for the saxophone.

Using the Next Available Alternative is a powerful motivator if used correctly. If you know what the buyer is hoping to achieve with their purchase, using the Next Available Alternative technique will be more effective.

Do you see how I showed that I was not desperate to sell the saxophone? Do you see how I future-pace him that he's going to make more money even if he pays the asking price? Do you see how I introduced the NAA—that I could give away the sax to my brother instead?

NOTE: This technique also works if you are in a buying position. Just play reluctantly and introduce the Next Available Alternative.

Here is what will happen... The salesperson will come down from the highest point negotiation range to the bottom line (walk-away price).

If you master this technique, you'll close more deals than ever before.

STRATEGY – Empathy

At times, you'll encounter people who will disagree with you in negotiations. This could be in many ways. It's important not to argue with them.

What you should do instead is to empathize with them.

The ability to make people feel understood (even if their opinion, thought, or belief is totally insane to you) will change your life.

When you empathize with people, they'll open up to you and trust you more. With empathy, you can gather more information you can use to influence them.

In short, people will do anything for those who empathize with them. But if you argue with them, they will say anything to defend themselves. Let them feel right in their eyes.

For example, the buyer says, "Your price is too much." Instead of proving he's wrong and you're right, you could simply win with empathy.

"I understand exactly how you feel about the price, Mrs. Johnson. In fact, Akeem, one of my most satisfied clients today felt the same way you are feeling now when he first heard of my price. But when I handled his project for him, he found out that what I charged was a peanut compared to the result I delivered.

Here is proof of what I'm talking about (show a video testimonial or screenshot if you have one.)

You are a salesperson and the buyer says, “I heard you people don’t supply on time.”

Simply say: I’m not surprised that you heard that. Because I’ve heard it, too. I think that may have started a few years ago when we were using one delivery company...

But now we partner with the top 5 best delivery companies in the country so we don’t have a problem supplying our customers on time.”

Give the perception of listening and understanding. This builds your likeability and it also removes the objection the buyer may have.

It is much more powerful to get others to agree with you through actions than through arguments.

STRATEGY – My Boss At The Top

Have you ever found yourself in a situation where you're about to close a deal and the person you're dealing with looked at you and said, "You know what? I like everything you have said, and now I'll tell my boss/husband/wife/committee/board of directors. I will get back to you tomorrow with their final decision.

Such things can be frustrating, right?

Unless you understand that it is simply a negotiation tactic that is being used on you, you would feel bad for wasting your time talking to someone who is not the real decision-maker.

Understand this:

The tactic of "My Boss at The Top" is to get your best deal and it's an opportunity for the other person to propose another deal that is more favourable to them.

The next day you meet, they say: "I tried my best to convince my boss to buy this. He's tough to deal with right now. He just wouldn't agree unless you cut a couple of hundred thousand naira off the price."

What would you do if you were the seller to whom a buyer said this?

You'll be forced to give them your bottom line (walk-away price) so you don't lose the deal.

Listen, when someone says they'll have to inform a higher authority before saying yes, most times, it is not true. It is a tactic they are using on you.

The best way to prevent this tactic from being used on you in the first place is to ask your counterpart at the beginning whether he is the one who makes the final decision.

Openly ask, “I’d like to know. If this proposal meets your needs, is there any reason why you wouldn’t make a decision today?”

If you try this early in the process, you will discover if there is anyone they might later use as their higher authority.

Now, in a situation where the negotiator claims that he or she lacks the authority to conclude and will have to meet the boss at the top, what do you do?

Here is a good approach:

Ask to talk to whoever that person is. Let the other party know that you are not interested in continuing the discussion unless those who can approve the deal are involved. If they refuse to do that, you might want to back off.

Another way of countering this tactic is to massage their ego.

Let’s say you’re selling a couch. A woman walks into your shop. You’re asking \$300 for this couch but she’s bidding \$200. After much deliberation, you ask her to pay and she says, “I’ll need my husband to come over and take a look at the couch.”

With a smile on your face, say, “He knows you’re smart at things and always follows your recommendation, doesn’t he?”

She will proudly say, “Yes, he always follows my recommendation.”

Then say, “You will recommend it to him, won’t you?”

You’re most likely going to get a response similar to yes. That way you’ve got her to go to the ‘Boss at the Top’ with positive recommendations.

STRATEGY – The Magic in Silence

One of the most powerful things you can do in negotiation is remain silent when an offer you don't want to say yes to is proposed to you.

When you are silent, the other person assumes you don't agree with what he just offered and he's more likely going to propose a better one.

When someone is silent in a conversation, it could be for different reasons.

- They are paying attention to you.
- They're thinking of their response to what you said.
- They want you to reveal more information.

After you make a statement or request to your counterpart, pause. Allow the person to give a response before proceeding.

Use that time to assess their body language and tone – do they look uncomfortable, angry or worried? Or are they possibly analysing an option that's on the table, digesting a large amount of information you have given? Or are they planning to give a counteroffer?

At times, a counterpart may use his silence to pressurise you into talking more. Don't fall for it. You should know when to talk and when to keep quiet.

If you make a request and the other person isn't responding (perhaps using silence as a tactic on you), I urge you to break the silence by saying, "What do you think about it?" or "What do you have to say to that?"

Having asked the question, your counterpart will be forced to say something.

STRATEGY—Avoid Weak Language

When your counterpart is more powerful (e.g. your boss or president of a large corporation), you might feel intimidated.

It is important to put your best foot forward by getting rid of self-defeating words and phrases such as:

- “Would you please consider _____?”
- “I don’t want to ask for this but _____”
- “I don’t know if you can _____”
- “Sorry, I don’t think I can do it for that price.”

Etc.

Never use these self-defeating words in negotiations. Using them shows you are weak, needy and indecisive. And it automatically makes your counterpart have more power over you.

What to do instead:

Show signs of confidence and dominance. It doesn’t mean you should insult or disrespect your counterpart.

Be firm and confident in your request. Demonstrate that the value you’re giving them is worth more than your request.

CLOSING THE DEAL

Here's something you should get right when dealing with another person:

Any desperation you show to him or her will quickly make you lose your value before him.

The same way you can turn a hot woman off by being needy, you can turn your prospect off if you sound too desperate for the sale.

That's the mistake many people make when negotiating. They are desperate for the money to an extent that it shows all over them.

They are begging the prospect to buy because they need the money. And that's one thing you should never do.

What should you do instead?

Here's a powerful technique to use:

PUSH & PULL.

First, you're going to push your prospect away by creating a perception that he is in control of his decision. Like they have options and maybe this offer is not even for them.

Then pull them back in by reminding them of what's at stake. Paint the picture of what they stand to lose if they don't act.

Add a deadline. Deadline makes the other party come to a decision quickly. It makes them realise they are at the losing end of the deal if they don't act on time.

You see, sometimes when you're negotiating a deal, your counterpart might want to play hard to get—telling you that they want to think about it.

Let me ask you: When someone says, “Let me think about it”, do you think they are going to really think about it?

FUN FACT: Within 24 hours, most people will forget 75% of what you just said. Within 30 days, people will forget 90% of what you said.

And from the remaining 10% they are able to recall, 50% of it is incorrect.

That means they'll be able to retain just 5% of the information accurately.

So, if you allow the counterpart to leave the negotiation table without making a decision, the chances of closing them again are low.

Truth be told, they are not going to think about it. They will move on with other activities in their life and forget you.

Here are the ways out:

Counterpart: Let me think about it.

You: What do you want to think about exactly?

Or simply respond:

“Mrs Kate, when someone says they need to think about it, it usually means one of two things.

1. They are not interested.
2. They are interested but not sure.

Which is it?”

If they say they’re not interested, the deal was never yours in the first place. If they say they are interested but not sure, it means you have some boxes left unchecked.

Feel free to ask the person what they are not sure of – is it the price, mode of delivery or expectation?

With their response, you can handle other objections stopping the deal.

The third method works effectively if you have the upper hand in the deal and have nothing to lose even if the other party chooses not to oblige to what you want.

Counterpart: Give me some time to think about it.

You: I prefer you decide now. Because if you leave this place, I will conclude that you are not interested and that’s the end of it.

This creates a sense of urgency in the other person.

You're simply saying, "I have nothing to lose here. Get what you want now or miss out forever. It's your loss."

Be sure you don't use this kind of response with aggression so you're not seen as being manipulative. Use it with caution. Use it with confidence and you'll close more deals and win more clients.

Thank You

Thank you for reading this book to the end. I hope the strategies and insights shared within this book have equipped you with valuable tools for mastering the art of negotiation.

Your time and attention are deeply appreciated, and I genuinely hope that the knowledge you've gained proves instrumental in your future personal and professional negotiations.

Your feedback is invaluable to me. If you found the book helpful, or if you have any thoughts or experiences you'd like to share, please don't hesitate to reach out to me at israelowolabi20@gmail.com.

Once again, thank you for choosing to explore the world of negotiation with me. Wishing you continued success in all your endeavors.

Warm regards,
Israel Owolabi