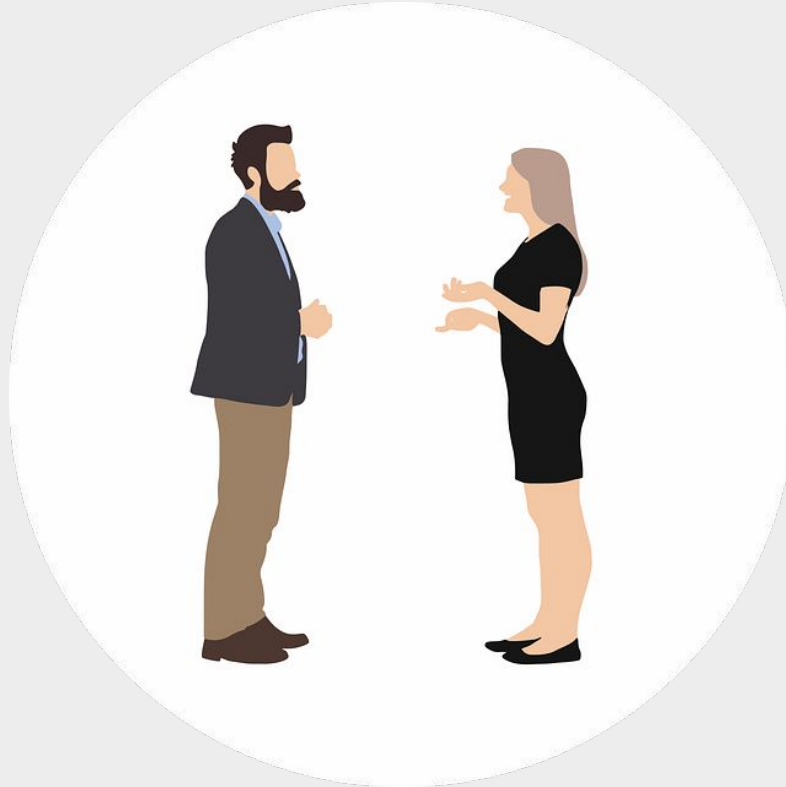


BAD-COP, GOOD-COP TECHNIQUE



When You Are The Bad Cop

- You say you can't offer a certain discount, but you can ask your boss
- Your boss plays the good cop and approves a discount which is supposedly final
- The customer is happy because they got an extra discount



When You Play Good Cop

- You want to give a discount
- But your boss, partner, or other authority says no
- This creates a limiting belief

