

## 12. Negotiation Power Tactics: Full Overview

<https://youtu.be/GkBi4I1Gr58>

Perceived power is crucial in negotiations because, [as research shows](#), negotiators with more power get more concessions and weaker negotiators *give* more concessions.

This lesson is here to warn you of the most powerful tools the wolves of this world use in negotiation.



In negotiation always watch out for parties whose interest align

### 1. Start With Big Demands

Power movers will often start with crazy high demands -or very low offers- to set an anchor.

An anchor works like a reference point.

When there are still no numbers on the table -and in our minds- the

first number, even if unrealistic, will be our first (mental) reference point.

Say for example you get fired.

And instead of offering a monetary compensation your employer picks an issue you had at work and says “about the issue with the McKenzie brief.... HR wanted to sue you for the full 70.000 USD in reparation”.

They let it marinate for a while and after a while they will offer you to go “scot-free”.

Since the anchor starts at -70k, you feel lucky to go without any monetary fine. Let alone asking for severance or causing any trouble. Without the anchor, you might have asked for compensation instead.

An anchor has two advantages for the power mover:

1. High reference points means they end up closer to their original goal
2. They will seem more cooperative when they will make concessions

**Solution:** when they come up with their big number, flinch. Or laugh as if they were joking: dismiss it with both body language and words. If they need you more than you need them, say this: “if that’s your approach to negotiation we can end it right here, right now”. Then pause, let them defend, then lay out what your terms are. Now you’re the leader.

If you’re an experienced negotiation, you can simply stay nonreactive and make a mental note that you are dealing with people who will be playing games and trying to screw you over.

## 2. Feign Disappointment

Power negotiators will purposefully act disappointed during negotiations.

Studies show that looking disappointed is likely to decrease your demands and increase the size of your concessions because you unconsciously feel like you need to give more to re-balance the relationship.

And when you make an offer and like they don't like your offer even they are very happy.

They do it for two reasons:

1. They can get even happier by faking unhappy and asking for more
2. If they look happy you might decrease your offer or think twice about it

This is especially important on the first offer. As a matter of fact, power movers rarely take the first offer at all.

**Solution:** when they play unhappy on you tell them unluckily there is not so much room on such a good offer of yours. But if they tell you what they're looking for you'll take it to your guys (this is the "higher authority game", more on it later).

## 2.1 Never Act Happy

Similarly, try never to look surprised about good offers. When you do, it immediately lowers your market value.

This is true both in negotiations, job interviews and dating.

Not purely a negotiation, but the concept is the same:

<https://youtu.be/0W2-sTZpqfM>

### 3. Flinch

Power movers can sometimes “jump” at your first ask price or offer. That’s the flinch.

It’s a strong nonverbal reaction that communicates “what the heck, come down from that crazy position”.

But it’s much more powerful when it’s nonverbal, and that’s why they use the flinch.

**Solution:** do NOT renege your first offer right away after their flinch or they will have you. Instead, ask what they had in mind, then flinch back.

### 4. “*You’ll Have To Do Better Than That*”

Simple technique, just say:

*You’ll have to do better than that*

Then stay silent and let them make a concession.

**Solution:** when a power mover tells you “you’ll have to do better than that”, don’t make a concession right away but let them commit first by saying “how much better exactly”.

### 5. “*Don’t Be So Defensive*”

This is a sneaky psychological trick leveraging inverse psychology (we will see more of it in the last module).

When sneaky negotiators realize you are distrusting or pushing back, they will tell you not to be so defensive and then maybe crack a joke to relax you.

For example:

***Wolf:** Max! You are being so defensive! Relax my friend, we're just discussing a deal and it's looking like a great deal for you. You are basically going to bankrupt us like this unless we can manage to get something more out of that defensive fortress of yours!*

That's a fake release of tension.

When you accept that tension release and laugh, you are also buying into their frame that the negotiation is going great for you and you need to make more concessions.

### **Solution:**

Don't defend by saying you're not defensive.

If you answer seriously to that sentence, psychologically, you might be pushed into acting more open and trustworthy just to prove them wrong. Instead, say something like:

***You:** the way you're dealing with me is causing me to be defensive. And if you want to look into that, I'll tell you exactly why... “.*

Now you're taking the lead role.

You can always reply with a joke, like:

***You:** don't worry mate, since we're such good friends if things go south for you, you're always welcome to sleep over at my place. You cook though*

## 6. Set Up An Higher Authority

You always know you're dealing with a clueless, ego-driven muppet when they present themselves as the final authority.

When a sales manager, for example, says he has some "latitude for deciding on price", you know he has little to no power.

The real power negotiators of this world instead like to present themselves in the guise of a lamb.

They actively pretend they can't make the final decision by themselves, and they say they need approval from the higher authority above them.

Then they can leverage that (non-existing) higher authority for all sorts of games -including a possible good cop/bad cop games.

A fictitious higher authority affords several advantages, including:

1. Allows to delay the negotiation by saying they need to ask their people
2. Allows to be tough without looking nasty (they'd be nice if they could, but those wolves behind them.. :S)
3. Allows to play the "last minute concession game" on you (keep reading)

### **Solution:**

1. pretend you believe him and make a mental check-mark of the game he's playing;
2. say "oh come on, you're not playing good cop/bad cop with me are you";
3. say "OK, and when do your people meet? I'd love to come by and speak with them too";
4. say "ah please, you're the expert/director/boss, those guys must always be following your decisions don't they"

## 7. Last-Minute Approval Game

98 times out of a 100 when someone tries to wrestle a last-minute concession out of you with a last-minute problem, you're dealing with a power mover.

They might, for example, OK the transaction and tell you they "just need the final approval from the board" (the board is the possibly fake higher authority).

Then they come back to you say the board is being difficult and they asked for a further concession.

**Solution:** when they get back to you with the higher authority game tell them you also need to speak to your people / think it over.

Then get back to them asking for another concession back.

And if they need you more than you need them, you can risk a big power play here. Tell them that your higher authority said that your initial terms are too good now and that your price has increased because of unexpectedly high demand.

You can't stick anymore to the initial deal and now you need to ask for a 10% more.

## 8. Get Counter-Concessions Right Away

Power Movers rarely give something without getting something back.

If you give a concession but ask for nothing back, your risk that the new deal becomes the new baseline -which is worse off for you-.

And with wolves, it's hard to ask for a concession later on because your concession has become "a thing of the past". They will tell you that you already dealt with it and it was just fair of you to give.

Avoid being in that situation: when dealing with power movers a concession begets a concession.



**Solution:** if they are trying to get a concession out of you for everything you demand, say you are only asking for what's fair while they're being unfair by asking for extras that are not standard in your type of deal.

You can say that you have been in business for a while and you know what's "normal" and "not normal", thus positioning yourself as the judge and authority.

You can also try to put them on the defensive by saying that your goal is a win-win deal and you feel they are instead negotiating for win-lose. The worst wolves will not fall for this last one but it's worth trying: at the very worst you will test their mettle.

## 9. Good Cop / Bad Cop

Here are a few scenarios of good cop / bad cop:

1. One plays strict, the other seems more on your side
2. One gets angry and leaves the room while the other one plays friendly
3. He says he would give it to you it but his people don't allow

**Solution:**

Prepare your own bad cop.

Or pretend you're falling for it and use it to your advantage to see what they propose / offer. When the good cop proposes a deal, you will know what's a good deal for them and you will know what you must *not* accept.

## 10. "Come To My Office"

If you can avoid, don't go to their place or office. Going to their office is an implied statement that they have more power.

Also, people meeting on their own turf *feel* more powerful and secure,



while you feel less powerful and secure. That will give them an unfair advantage.

Also if you go to their office pay attention to the lowest, crudest types of power moves such as making you wait, making you sit in the lowest chair or in the most uncomfortable position.

Similar to “come to my office” games are “meet me at the time I say” games.

**Solution:** counter-propose your location or say it’s fair to meet middle way. Never say your calendar is always open and try not to chase them for the meet.

## 11. Showing Up With More People

When they arrive at the meeting with more people than you thought, it might be an attempt to make you feel powerless through numbers.

Especially if they sit all together on one side of the table or, even worst, they sit around you, they are going for an antagonistic frame of “us, many VS you, alone”.

But also watch out if one sits near you as that might be the game plan of playing bad cop (in front of you) and good cop (beside you).

**Solution 1:**  
tell them:

***You:** I was expecting to see you, Mark, why did you come with two friends  
**Dirty Negotiator:** They are also interested and they were free, so here we are, let’s sit down now, shall we*

***You:** Look, instead of playing negotiation games, I’d rather find a win-win approach, fair enough?*

If you are feeling particularly bold and you know for sure there is no point for more people to be involved, this can also be a valid approach:

***You:** look, I have been in touch with you Mark, and if you don't mind I prefer speaking with just one person. The more we are, the more complicated it gets.*

*(looking at the extra people)*

*I know a wonderful restaurant I can recommend to you guys*

## 12. Nibbling

You know the feeling when you are nearing a solution and signature time is coming? It's there that tension is releasing. And it's right there that the sharpest of the sharks will try to get something more from you.

You know the feeling when you are nearing a solution and signature time is coming?

Finally, you can release the tension, sit back, chill... And maybe go with the guys for a beer.

But it's right there and then that the most manipulative negotiators will try the squeeze the last drops.

They might say:

***Dirty Negotiator:** oh, by the way, you will repaint the walls before leaving right?*

If you say "no" or that it's not the time to add any more clause, they might try to make it look like it was "obvious" that you had to do that. For example:

***Dirty Negotiator:** oh come on man, we didn't discuss it because it's standard procedure, everyone does it.*

I have no words to express how much I hate this game and the people engaging in it.

### **Solution:**

There are several ways you can counteract this highly manipulative negotiation technique.

For example:

***You:** Not true at all, you say everyone, but everyone who?  
Where I come from nobody does and nobody asks for it. So don't be a Grinch now that we're almost done.*

Or:

2. Ask for something you also wanted;
3. Smile as if they were joking;
4. Tell them they're getting an awesome deal as it is and that's it;
5. Tell them that after that dirty power move the lunch right after the signature is on them. But if they hurry to sign you'll be nice enough to still toast with them. Then smile and wait

## **13. Your Bottom Line Gambit**

Some negotiators might show up saying they have almost decided on what to buy but before signing "could you maybe give them your absolute bottom line".

This is often a power move to get straight to your minimum so that they can negotiate from a position of power.

### **Solution:**

1. tell them the price tag is already super attractive;

2. tell them you are also about to sign and if they want your service they should hurry at the offered price;
3. give them a price which is very near the price tag.

## 14. Cherry Picking

Cherry picking means asking several vendors for their prices, then trying to mix and match the final product with whatever pieces they liked and costed less.

**Solution:** stop your prospect by telling them they can save time because your services are the best (and then show your knowledge by telling them about other providers).

## 15. Time Pressure

If you are the one with less power in the negotiation -or the one who needs the deal the most-, don't reveal your deadline.

If you do, you can expect the wolves to drive you right against your deadline to put you in an even weaker position.

## 16. Last Minute Problems

The worst wolves will string you along until the end of the negotiation. And then they will come up with a problem they had "failed to notice" just when you're in front of the notary.

At that point they will try to get one (big) concession from you.

**Solution:**

1. tell them the issue is already priced in;
2. if you want to try to avoid an escalation, tell them that if they drop the games lunch is on you right after the signature (then it's in your rights not to keep your word with such a power mover). It's important

here that you say “games”, otherwise your olive branch might be seen as weakness.

## 17. Inflate Demand

Some sellers might schedule a meeting with you and then squeeze more prospects either during the meeting or right before and after.

They are trying to show off -or fabricate- high demand for their product and instigate competitive bidding.

**Solution:** ignore the others -might be window shoppers or stooges as far as you know- and keep negotiating as you normally would have.

## 18. One-Liners

Some people will reply with single lines of text when you turn down their offers, and sometimes you can see it in dating too.

The aim here is to induce some guilt in you so that you will write them back with a concession.



:(

Today at 20:53 · Sent from a mobile device



Hi Arbi, Unluckily the early check in and late checkout I cant guarantee

Today at 20:50



ARBI'S ENQUIRY TODAY AT 20:47



Hey Lucio,  
is a late Check out possible ?? 5pm

Check in 10am??

Today at 20:47



This is similar to what [this lady tried to do with me](#).

She sent a very short message to minimize her investment. Then she put a hot picture on her profile with the goal of having me give up all my power and chase after me in spite of her low effort.

[See the case study here](#).

**Solution:** don't fall for it. Let it die, don't write back or write a one-liner back.

## 19. Moving Past Negotiations

A typical sales technique is that of assuming the sale.

It consists of moving past the negotiation phase by starting to talk about the details of the service or product instead of the details of the deal.

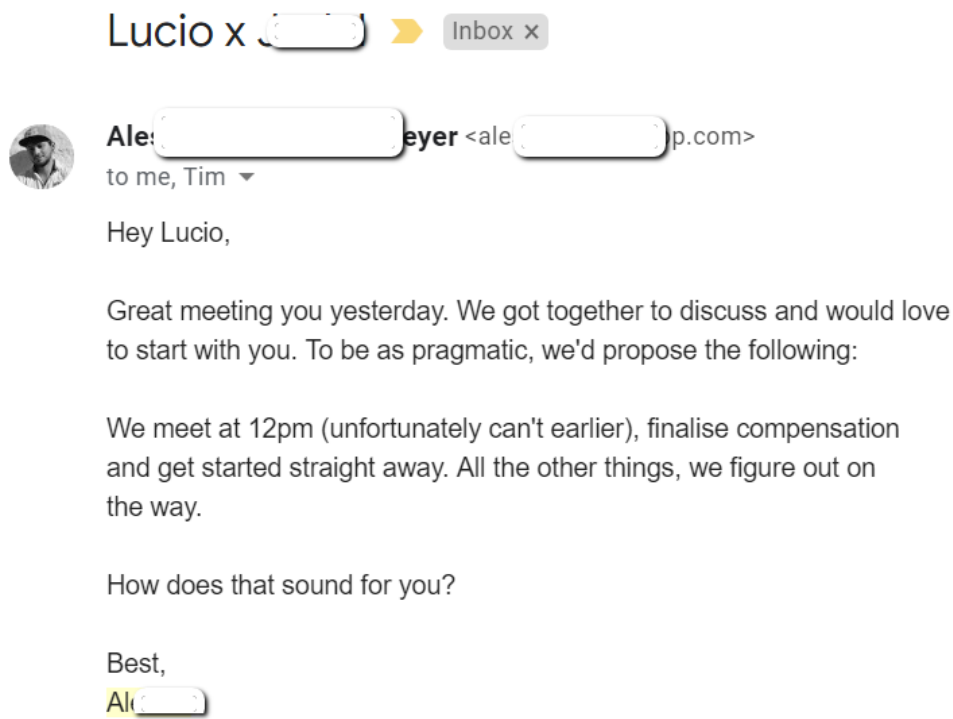
Example:

*When would you like to move in*

*Can you start tomorrow*

Watch out for this sneaky technique because when you move past the negotiation it can easily give an unfair advantage to the wolf. What happens is that you commit, you put other alternatives in the back-burner and you mentally start convincing yourself the deal is done and a good (cognitive dissonance). And at that point you will negotiate with less power and resolve.

Look at this example:





Watch this:

We hadn't even finalized compensation and he's jumping to "starting right away".

Then he tries to make me go to *their* place at *their* time and takes for granted I'm cool with everything. And even adds the busy power move -"*unfortunately can't earlier*"- without considering *my* schedule.

You can imagine how I felt about him.

I *started* this website because of idiots like this one.

Indeed the problem of using so many power moves on someone that can see them -and you will be one soon- is that they can easily backfire: I immediately wrote this guy off.

There is no price for which I'd work with a SOB There is no price for which I'd ever work with a SOB (and I recommend you do the same).

## **Solution:**

If you're interested in their offer don't play offended and don't say you haven't decided yet because you don't want risk souring the relationship with a possible employer.

I recommend you say something like this: "*yeah I look forward to it, but before we get there I would like to focus on the details of the deal here. We were talking about...*"

Alternatively, you can go to the high-risk power move, which is to refuse.

That's what I did, and look at this interesting change of register:

Cheers man, I'm sorry I can't be more helpful at this point.

If I come across or think of anyone who can be helpful to you I will put you in touch asap.

Keep up the great work guys, I'm going to soon be another [redacted] user! :)

-Lucio

...



Ale [redacted] eyer

Oct 23, 2018, 9:17 PM



to The, Tim ▾

Hey Lucio,

that's sad to hear, we would have loved to work with you! Unfortunately I didn't reach you over the phone to hear at what point a financial compensation would become interesting for you. If you tell us at what point you could see us working together, we would love to hear about that. I think there's enough money to be made to find something we can agree upon :)

Looking forward to your reply,

Ale [redacted]

...



What a swift, U-turn eh?

Now with that, all the power is on my side.

But of course, he had already burned himself and I never replied.

## 20. Bursts Of Anger

Studies show that bursts of anger can extort more concessions from

Bursts of anger work in part like acting disappointed: we feel that the relationship is unbalanced and we must give to rebalance it.

But it can also function as a dominance power move: it can generate concessions out of fear and it can increase the perceived power of the angry party (a weak party usually does not get angry).

**Always watch out for a negotiator who raises his voice at you!**

It might be the sign of a very advanced power mover.

P.S.: Anger outbursts is also an abusive technique that abusive partners -most often men- use to control relationships.

## 21. Reopening Negotiations / Negotiator's Swapping

You negotiate a deal and all seems good.

You meet for coffee to deal with the latest details, like when to meet the notary.

Maybe you meet with one of the partners, not the one you negotiated with, but you make little of it.

But as soon as he sits down he starts not with the details, but he reopens the price negotiations.

Icing on the cake, he starts from the price you already agreed on, and frames it as “the price you demand”. From the “price you demand”, of course, you can only go down.

This exactly what a neighbor of mine did to me when negotiating the sale of a garage, with the negotiators being husband and wife.

### **Solution:**

You have a few options here:

1. Shame them, explain what they are doing and say it's not cool;
2. Pretend you are re-negotiating, but start from a crazy high asking price and say that was the initial ask price and you go to the agreed price after extensive negotiation. And this is such a wonderful price for them that you really cannot go any lower;
3. Threaten to take the deal away, say that this price is already so low that it's easy to find anyone who would buy it (ie.: I can go make a deal with someone else). You are here now to hammer the details (ie.: stop BS me and wasting my time)

## 22. Psychological Tricks

The worst enemies are those who come at you with a smile, someone said.

These are psychological techniques that leverage the “smile” concept and come at you disguised as friends:

### **Do it because you like me** (and I like you too)

if you find yourself having a lot in common with someone, it's either a crazy coincidence, or the sign of someone who is trying to butter you up.

Solution: Focus on the transaction, not to how much you like someone.

### **Do it because I am giving**

Another common negotiation dirty tactic is to leverage our inborn tendency to give back.

The problem is that our natural tendency to give back does not differentiate much between “sizes of giving”.

Thus buying you the menu lunch will make you soften on that 5% price you're discussing about your house. The first is worth 10 Euros, the second is worth 10.000 Euros.

Solution: Focus on the transaction, not to how much you owe someone. And better still: never let anyone pay for your lunch.

### **Do it now because it's hot commodity**: everybody else wants to do it

We all value and act more quickly and without thinking when we feel that a product is scarce. Especially if it's getting scarce because of

high demand.

Watch out for last item offers, or for buildings that are getting all sold out: more times than not, it's a fake.

Solution: Focus on what you need, not on what others are getting (there might not even be any "others" anyway).

## **Do it because I empathize**

Another psychological trick you must be aware of is that of the (fake) empathizer.

This is what Chris Voss talks about in "[Never Split the Difference](#)" as an hostage negotiator.

Voss said that old-school negotiators, with their tough stance, caused more troubles than help. His technique instead, today adopted by all negotiators the world over, is to listen to the kidnappers, listen to their woes, let them vent and empathize.

This technique probably takes the crown as the most perverse power move in potentially screwing many otherwise well-intentioned people.

The empathizer is indeed the most lethal technique when you are at your desperate or at your worst. Because that's exactly when you need the most someone to understand you and empathize with you. Albeit this technique can of course be used for good, it's a fact of life that it can also be used for harm.

So watch out for the wolves of this word to be listening to you only to plant the knife on your back as soon as you turn.

### **Example:**

Imagine you are negotiating your severance package after you have been fired, and you are speaking to the HR representative. They say "I'm sorry, you are such an esteemed person around here. How do you feel".

Maybe they will add “we are aware that your manager has some issues”. Then you complain about your boss, and they will be all ears. They will say that so far they have been powerless in booting your manager. Hopefully things will change soon, they hint. You’re so happy that the asshole will be getting the boot now.

Then maybe they say they know you bought a house, hinting at your mortgage.

They ask how do you feel about that, and if you think you’ll find a job soon. And then maybe they got some connections for you which can help.

Full circle.

Now you’re ready to give.

#### Solution:

Don’t fall for it! They are buttering you up. Understand that some negotiation are win-lose, and your job is to make the other party the loser.

To insulate yourself, a good technique is to smile but, deep down, to consider everyone across the table an enemy.

Otherwise, keep repeating to yourself “this is only business and I have a goal, this is only business and I must reach my goal, this is only business and I will get the most I can get”.

- ***“I’m just looking for a fair deal...”***

Oh gosh, this one...

Hopefully, they actually mean it, in which case you’ve found a great negotiating partner. But whenever I hear it my alarm bells go off, and I recommend you also raise your levels of alertness.

It's the perfect sentence to make you drop your guard, so watch out. Especially watch out in case there is an asymmetry of information (ie.: used cars, products you can't assess etc.).

## **Do it because I'm inspiring you**

Any crap of "rebirth", "change", "opportunity"... They're only true when they come from friends and people who care about you.

Not from the people you are negotiating with:

<https://youtu.be/TkX-TPaodoM>

Here is a rule of thumb: whenever you are negotiating something important where money or your future is at stake, treat it as a cold business transaction.

Resist any attempt to change your mood or you put your decision making at risk.

## **Follow through because I'm complimenting you**

Finally, if they compliment you for your negotiation skills, they might know a lot about psychology and/or they might be following a script and/or they might be happy with the results and want to make sure you stick with the verbal agreement and follow through with the paperwork.

[Research](#) indeed shows that employees follow through on the agreement and stay longer on the job not based on what they negotiated, but based on how they *feel* about the negotiation.

Highly informed HR personnel knows this. So if they compliment you... Consider you're dealing with someone who knows what they're doing, or who is very happy about the negotiated agreement.



# Electronic Communication Against Power Differential

Remember: there is no shame in recognizing that someone is more powerful than you are.

The real shame is pretending there is no power differential and then being taken advantage of. Or, worse, doing an ego-driven decision and lying to yourself that you are the stronger part.

Much better is to assess the situation for what it really is.

And if you realize that the other party has more negotiation power -or even social power-, then concoct a good strategy.

A good idea could be to *not* meet in person.

[Studies](#) show that electronic communication tends to produce more equitable outcomes when there is an obvious power differential.

Croson says:

*In particular, the electronic medium “levels the playing field” between stronger and weaker negotiators*

When you know you're outgunned and can't do much about it, don't set yourself up as the sacrificial lamb.

Pretend instead you're not free and you'd rather use phone or email.

This technique also works for people who are not as experienced, not as aggressive and not as good at thinking on their feet.

When an ex-girlfriend of mine was having trouble with her former landlord, a rich and aggressive former KGB agent, I advised her to

keep the communication via email.  
Then I wrote the emails for her and it went great.

Had they met in person, he would have steamrolled her (and she would have maybe retaliated by suing, bringing everyone into an unnecessary mess).

## Negotiation Pitfalls to avoid: The Basics

Here are a few more common mistakes you must avoid:

### **1. Don't Say WHY You're Interested**

Unless you're at a job interview, never tell sellers the real reason you want to buy (or sell) something.

*Especially* if the reason why you're interested is that you *need* the object or because it has a special meaning for you.

You risk to come across like a very interested buyer, and you don't necessarily want that (exceptions apply, but let's stick with the general rule).

And at worst, the sellers will use that information against you.

Instead, say you're interested yes but you're not rushed and don't have any impellent reason to buy.

The flat looks "kinda cool" and the car "not too shabby".

Especially, never share information that the seller might not be aware of.

Look at this example:



Hello, Lucio!



Is it possible to rent your room for for one person (me) for five nights from October 31? I am going to visit Berlin Jazz Festival and your location looks just great for my visit.

Thank you for an answer,  
Alex

Last Tuesday at 12:02 AM

I had completely forgotten of the Jazz Festival, but he reminded me. And since it's a major event he basically let me know that I can raise prices because of higher demand.

## 2. Don't Say You Really Need It

This is important.

Gregor Berz in "[Game Theory Bargaining](#)" shows that when people say they really need to go through with the transaction they might go through with the transaction... But they give up all their power, all their present margins and, often, they give up their negotiation power and their future margins as well.

The crazy thing?

Negotiators who take advantage of our weakness will feel that it's fair!

He writes:

*(...) has been confirmed in experiments with students time and again. If both negotiation parties are aware of the assessment of utility of the counterparty, then they divide it “fairly” based on the utility and not the pie itself*

Dividing “fairly” based on the utility means giving less to the one who needs it the most (because, well, a dollar to a starving man *does* matter more than a dollar to a rich fat-cat).

Crazy, eh?

But that’s how the human mind works and that’s why to avoid abuse and to live in a more honest and fair world we all must learn about psychology and power moves.

In a nutshell: unless you’re about starving and are ready to give up all your power and credibility, do NOT plead and do NOT reveal your impellent needs.

### **3. Don’t Write “Negotiable”**

Unless you know very well what you’re doing and you got a plan in mind, don’t write “negotiable”.

It’s like inviting lowball offers and it communicates to everyone that you’re desperate to sell and that what you’re offering “is not really worth that much”.

If the price tag is too high, lower it and remove “negotiable”.

### **4. Don’t Be Clueless & Look Clueless: Hire Help**

Looking clueless is OK, even recommendable if you are *not* clueless. By faking ignorance you can gauge them and place booby traps on them.

But if you look clueless and *are* clueless, then you're at the wolves' mercy.

Know when you know nothing and **have the good sense of hiring help**. Hire an assessor, a lawyer, even a negotiator or anyone with expertise who can guide you.

First time home buyers, termination agreements, business equity decisions.. These are all situations where you shouldn't go alone as a first-timer.

Big deals are not the right place and time to learn the ropes. The cost for mistakes is too high and it's very easy to do better by simply hiring help.

## **5. Don't Let Them Lead You Into The Business Talk**

Do have some initial chit chat, but don't let them take the full lead on it.

Aim for either a 50/50 back and forth or you take the lead.

Most of all, don't let them be the first to start the business talk while you look like you were waiting for them to take the lead.

That gives them too much power.

Ideally, you start the business talk.

If they start it, immediately look like you wanted to do the same and you're glad you finally got into it. Act with confidence and with an air of "alright, I like you but let's get down to it because, me too, I ain't got time to waste".

## **6. Not Mentioning Alternatives**

Old school negotiators used to believe that keeping all the cards close to their chest was the professional way of negotiation.

Old school negotiators were idiotic.

As we've seen before instead more socially intelligent -and more effective negotiators- know instead that they can use (fake) kindness, vulnerability and information as manipulation tools.

And they know that's good to drop what William Ury in "[Getting to Yes](#)" calls BATNAs.

BATNAs are nothing but your other alternatives, and they're a powerful way to get better deals.

You can simply say that you also have some others who are interests. Or if it's a company you are interviewing for you can just say you're also interviewing with other companies and then ask them:

*I'm also talking to company X. How do you think you're different from company X?*

## **7. Don't Buy Into PC BS: Look At The Cover**

By that, I mean "don't buy into politically correct bullshit".

Intuitions are often good when you become a good observer (Malcolm Gladwell, [Blink](#)).

And experiments have shown that with just a few minutes of conversation people are able to tell who is a reliable negotiation partner and who's not.

So don't force yourself to scrap your first impressions and feelings because of some stupid social diktat such as "don't be racist", "be open-minded" or "oh come on, that doesn't mean anything".

It *might* not mean anything, but it can also save you big bucks, so take all your hunches seriously.

Look at how the embattled Carlo Ghosn looks.

Look up some of his videos, see his facial expressions and ask yourself: would I trust this guy? Then listen to your intuition (Nick Morgan, author of [Power Cues](#), says you can train your intuition by constantly asking yourself those questions)



Economic Forum from Cologne, Switzerland [CC BY-SA 2.0 (<https://creativecommons.org/licenses/by-sa/2.0>)], via Wikimedia Commons And if you answer honestly, you probably shouldn't.

Or [look at pictures of Richard Fuld](#), the super aggressive former CEO of Lehman Brothers. Is this a guy you'd trust most of the times to negotiate and treat you fairly?

Exactly.

Watch out for the wolves out there, they get rich preying on the naive sheep.

And sometimes, they just look like wolves.



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## Bonus!

And here's a bonus for you.  
Click on the image and you will access the "20 unethical real estate negotiation hacks".



For information  
purpose only (and for those few aholes who had it coming)

This was a long lesson!  
Come back to it whenever you have a negotiation ahead of you.