

How to Negotiate with Hardline Buyers

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Bargaining Strategies that will Give You the Upper Hand



When you make an offer to a new client, **ALWAYS** give yourself plenty of room to negotiate. Your position should be credible and realistic. If you can't meet or justify your demand, don't make it.

Here are five **bargaining strategies** that will help set the tone for negotiations and, hopefully, make both parties happy.

1. Avoid making the first concession.

If you can, get the potential client to make the first concession - especially on a major issue.

If you must make the first concession, make it on a minor issue.

2. Make small, sporadic concessions.

Winning negotiators control the number of concessions they make. Rather than crack under pressure, their concessions are sporadic, unpredictable, and small in generosity.

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3. Request reciprocation.

Never give away a concession without getting one in return. Everything should be considered in exchange for something else - bigger or smaller.

4. Track concessions.

Keep track of what's going on during negotiations - including all offers and concessions that have been put on the table. Look for patterns that give insight into your potential client's priorities.

5. Don't be afraid.

A deal must satisfy your needs as well as the client's. BUT, don't be afraid to negotiate selfishly. State clearly what you want, feel, and think.

There are two other important rules for negotiating: **Listen** and **don't cave into dirty tactics**.

When you're under attack, keep your emotions in check. Listen to the prospect - keep him or her talking so you can determine your next move. And, when all else fails, **DO NOT** resort to dirty tactics to get your way. This will only infuriate the prospect and potentially blow the deal.

Remember: Cooler heads prevail - always.

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