

# Five Small Business Tricks for Negotiating Deals

Published March 28, 2012 / NewsCore



[Print](#)  
[Email](#)  
[Share](#)  
[Comments](#)  
[Like](#) [Confirm](#)  
[Tweet](#) 39  
 22  
[Share](#)

Negotiations require decision-making, determination and a little bit of deviousness. To help you get the best deal out of your next negotiation, here are five of the best tricks around.

## Stay silent

You would feel incredibly intimidated negotiating with the stone heads of Mount Rushmore, and you want to inspire the same kind of awe in your counterpart. Just remember that you are not required to respond to any comment or question. Staying silent will create pressure for the other person to speak and likely reveal more than they wish.

Lee Miller, an expert on negotiating and the author of [A Woman's Guide to Successful Negotiating](#), says that silence is a very powerful negotiating tactic. "It lets the other side imagine whatever it is that they fear most without you ever having to commit to a position," explains Miller.

## Ask a seemingly innocent question

In negotiations, you have to read in between each and every line. Stay aware of any information you divulge, while making a subtle attempt to seek details from the other party.

From a single inquiry, you may determine who makes the decisions,

## FOLLOW SMALL BUSINESS CENTER

[Follow @fbsmallbiz](#) 20.9K followers

[Like](#)

You like **Fox Small Business** · Admin

ADVERTISEMENT

## MORE STORIES



[The Small Business Pick for the White House](#)



[The Best States to Start a Small Business](#)



[Don't Get Sued By Your No. 1 Employee](#)



[Is Your Office a BYOD?](#)

[Show More](#)

## RELATED STORIES

- [Negotiating Small Business Stock Options](#)
- [Employers Increasingly Willing to Negotiate on Salary](#)
- [Six Tips to Organizing Joint Ventures](#)

whether you will need to consult a specialist and how likely you are to come to a conclusion during this meeting. Miller suggests open-ended questions such as: "In a perfect world, what would you see this deal looking like?" or "Why doesn't that work for you?"

Likewise, you should take great care when answering any questions. Information is an essential currency in negotiations, and you should protect what you have.

#### Send unspoken signals

Your facial expressions and body language can communicate quite effectively when used at the right time. If your counterpart offers an unfavorable deal, and you want to show your disagreement, feel free to slightly frown. Do not, however, overdo the act, for you should always avoid an excessive show of emotion. If you end up over-acting, you also run the risk of losing the other person's trust. In short, use wisely and sparingly for the best effect.

#### Play hot potato

Use this tactic to trade off a difficult situation, hopefully leaving the other party with the challenge. For example, if you are making an offer to purchase equipment, tell the seller you can only afford \$10,000. You are essentially claiming that your hands are tied and pushing the hot potato onto the seller. Keep in mind this tactic can lead to a challenging back and forth, and the other person may be telling the truth about the company's circumstances.

#### Anchoring

In a way, anchoring is similar to subliminal messaging; it encourages the other person to fixate on a particular thought. When you make an initial statement, the other person will likely use those terms as a close gauge.

Miller presents the example of a car dealer who offers you \$1,000 off of the sticker price. "You want to anchor on the dealer's cost," explains Miller. "You might, for example, offer \$500 over their cost.

If you are negotiating up from the cost rather than down from the sticker price you will almost always get a better deal. This form of high-low anchoring is what we typically think of as anchoring when we negotiate.

Miller also recommends concept anchoring, which focuses on the idea rather than the numbers. For example, if the dealer offers you a discount, anchor the discussion around the dealer's profit. Concept anchoring is another powerful means of negotiating to your advantage. When trying this method, just make sure you make a reasonable first offer, or your counterpart will ignore the original anchor completely.

---

#### RECOMMENDED STORIES

- [How to Become Risk Savvy](#)
- [Q&A: Why Can't I Use a Nondisclosure Agreement?](#)
- [How to Make Your Business Franchise-Friendly](#)
- [How to Build a Cult-Like Following](#)
- [Optimism Reigns at National Small Business Week](#)
- [5 Startups to Watch](#)

---

#### ALSO ON THE WEB

- [Roundup of Big Data Forecasts and Market Estimates, 2012 \(Forbes.com\)](#)
- [Leadership Best Practices - What Are You Doing Wrong \(The Marcus Buckingham Company\)](#)
- [Learn Why Her Husband's Death Convinced Linda to Retire Early. 📺 \(Day One Stories\)](#)
- [Top 10 Employee Firing Mistakes \(All Business\)](#)
- [10 Things You Should Never Tell Your Boss](#)

(Salary.com)

- Leaders stuck on stupid (Business Without Borders)

[what's this]

SHARE THIS ARTICLE



1716

You Like



39

Tweet



1

+1

NEWSLETTER SIGNUP



Sign up for free e-mail news alerts from FoxNews.com and FoxBusiness.com.

The Motley Fool	INTERNATIONAL BUSINESS TIMES	DailyFinance	YAHOO! FINANCE	SMALL OFFICE HOME OFFICE	MarketWatch	FOX BUSINESS
GameStop Is Starting to Get Scary	Olympic Closing Ceremony: George Michael, Spice Girls, John Lennon, And Others Close Out The London Games [PHOTOS]	Housing Starts Fall, New Permits Rise	Apple Is Talking to TV Companies About a Deal That Could Change TV Forever	How to Save on Office Supplies	30-year-mortgage rate increases to 3.62%	Coming Up: Philly Fed For August
Apple iPad Mini – A Strategic Move	Wal-Mart, Cisco, Groupon: Earnings Reports To Watch, Aug 13-17	Market Dances Around Discounting Facebook Lockup Expiration	Paul Ryan Is No Ayn Rand Disciple: He's a Fiscal Moderate, Yaron Brook Says	'Most Highly Skilled Hobo in History' Makes Living Off Ideas Borne From Couch Surfing	11 reasons to leave your 401(k) behind	Where the Jobs Are!
5-Star Stocks Poised to Pop: Telefonica	Technology Focus: Curiosity On Mars Another Legacy Of JFK	GameStop Profit, Sales Fall on Lack of New Games	Invest in Your Home, Not Stocks: Chris Martenson	Home-Based Mary Kay Sales Director Sees Sales Soar Despite Economy	Why the euro is already dead	Jobless Claims Rise 2,000 To 366,000
Are You Watching This Trend at Copa Holdings?	An Unexpected Journey Back To Middle-Earth, The Land Of Hobbits (By Way Of New Zealand)	Fed's Kocherlakota Says Inflation Target May Have to Rise	Gold \$2,500: The Precious Metal Is Headed for a Breakout, Says Martenson	Luxury Hotel Exec Travels Globe But Uses Home Office as Base	Cut your cable TV bill by cutting the cable	July Housing Starts Down 1.1% To 746,000
Here's 1 Reason Ingredient Looks Weak	Navy Ship USS Porter Collides With Oil Tanker By Strait Of Hormuz [PHOTOS]	26 CEOs Make More Than Their Company's Federal Tax Bill	Facebook Bull: Stock Going Lower Before It Goes Higher	'Playing Around' on Facebook, Twitter Becomes Home-Based Business	Pros and cons of actively managed ETFs	Weekly Jobless Claims Up 2K

**FOX BUSINESS**  
**SMALL BUSINESS**  
C E N T E R

- SECTIONS**
- Home
  - Starting a Business
  - Marketing & Sales
  - Finance & Accounting
  - Legal & HR

- TECHNOLOGY & WEB**
- Entrepreneurs
  - Home Office
  - Video

- JOIN**
- Advertise with US
  - Terms of Use
  - Privacy Statement
  - Ad Choices

- NETWORKING**
- Facebook
  - Twitter
  - YouTube
  - RSS

This material may not be published, broadcast, rewritten, or redistributed. ©2012 FOX News Network, LLC. All rights reserved. All market data delayed 20 minutes.