

Thought for the day – 35

‘Say “No.” ’

‘No’ is a very hard word for some people to say. In price increase negotiations buyers often prefer instead to say, ‘Why do you need the increase?’. When asked for additional concessions, salesmen equally find it very hard to say no to discount requests.

We all need to recognise that ‘No’ is a legitimate word. It may be the only word we should use at certain times in negotiation. There will be times when it is better not to have the authority to negotiate. If your ‘No’ is non-negotiable, then you do not have to concede. If you have the authority to concede, you may well be pressured into doing so.

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This thought has been taken from Eric’s book ‘Mastering Negotiations’. A master negotiator himself, he is our expert trainer on the subject – click [here](#) for details of one of his most popular courses.

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