

## Negotiation Tactics

### 1. Reversal

**(People resist “Yes,” but feel safe saying “No”)**

Use no-oriented questions to guide without pressure.

1. Would it be a horrible idea to test this for one week?
2. Is it crazy to think this might help your team?
3. Would it be wrong to explore other options?
4. Is now a bad time to talk?
5. Are you against moving this forward today?
6. Would it be unfair to ask for a quick call?
7. Is it a terrible idea to give this a shot?

## 2. Loss Leverage

**(Fear of loss > Pleasure of gain)**

Use FOMO by offering something conditional.

1. This discount is valid only till tonight - then it's gone.
2. These slots usually fill in 24 hours - can't guarantee later.
3. This bonus is yours... unless you miss the onboarding window.
4. I can hold this seat for you, but only until 6 PM.
5. I'm offering this to only 5 people max - you're #4.
6. If we wait, we lose momentum. And the momentum is the bonus here.
7. You'll regret not locking this in now - next time, the price goes up.

## 3. Labelling

**(Facts → Opinions → Identity)**

Use labels to shape how they see themselves.

1. You've taken action fast - you're someone who doesn't wait for permission.
2. You've never missed a deadline - you're clearly someone who respects commitments.
3. You're asking the kind of questions top founders ask - you think like a CEO.
4. You've tried three different tools - you're clearly committed to getting results.
5. That comment shows depth - you're not just a casual scroller; you think deeply.
6. You're actually taking notes - you're clearly someone who values growth.
7. You bought a BMW - you're someone who values performance and status.

## 4. Mirroring

**(Repeat the last 1-3 words with a questioning tone)**

Used to extract more without pushing.

1. So you felt stuck in January? → Stuck?
2. We had to pause the campaign. → Pause the campaign?
3. Clients ghost me after I send pricing. → Ghost you?
4. I used to run ads. → Run ads?
5. The last mentor I hired disappointed me. → Disappointed you?
6. We're trying to grow organically. → Organically?
7. I already tried that tool. → That tool?

## 5. Anchoring

**(Start with a high ask → land the real one)**

Use contrast to make your real ask feel smaller.

1. How about we do a full-day session? → Let's do a 60 minute session?
2. Want to join my ₹1L mastermind? → No? Okay, try my ₹10K class first.
3. We could build a full funnel together. → Or start with just your landing page?
4. How about a 7-day retreat? → At least one offline meetup?
5. We should rebrand your whole business. → Or just begin with the logo?
6. Let's do a 3-month package. → Okay, just one project together first?
7. Want to sign a 6-month contract? → Ok, try one month as a test?