

# “Negotiation Strategy”

- 1- Give the seller at least a week to review, diagnose, digest, and then respond.
- 2- Be patient and absolutely, positively do not show your cards.
- 3- Do not jump to conclusions, you cannot control the outcome.
- 4- Communicate- A seller needs to understand where a buyer is coming from and vice versa.
- 5- If you have reservations on paying the full amount, simply explain to the owner why.
  - “I totally feel the price you are asking is reasonable. However, it is financially impossible for me at this time to reach that price”.
  - “How is it feasibly possible for me to pay that price if your numbers don't justify the value”.
- 6- Express to a seller that you really want this deal to happen and that you are doing everything in your power to do so.
- 7- For additional information on negotiating check out the book “Never Split the Difference” by Chris Voss.