

# NEGOTIATION PLOYS

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## ONUS TRANSFER

A guide to the tactics and ploys that may be encountered when negotiating. Find out what they are and how to react- or how to use them yourself!

### What it is

The other party is asked "what would you need to persuade you to do 'x'?"



### How to spot it

This tactic may be used to find out the other party's 'shopping list'. The supplier might ask you "what would you need to give us an exclusive contract?"



### Why is it used?

The purpose of this tactic is to open a dialogue about an extreme demand. Instead of offering 'y' in return for 'x' and then negotiating about 'y', the tactic reverses the onus by placing it on the other party to tell us what they would need to agree to 'x'.

We can then decide if the other party's 'shopping list' is 'do-able', and select those items that we can concede on, and agree to them.



### How to respond

If responding with a 'shopping list', aim to avoid the other party meeting some of your demands and then claiming that you are being unreasonable.

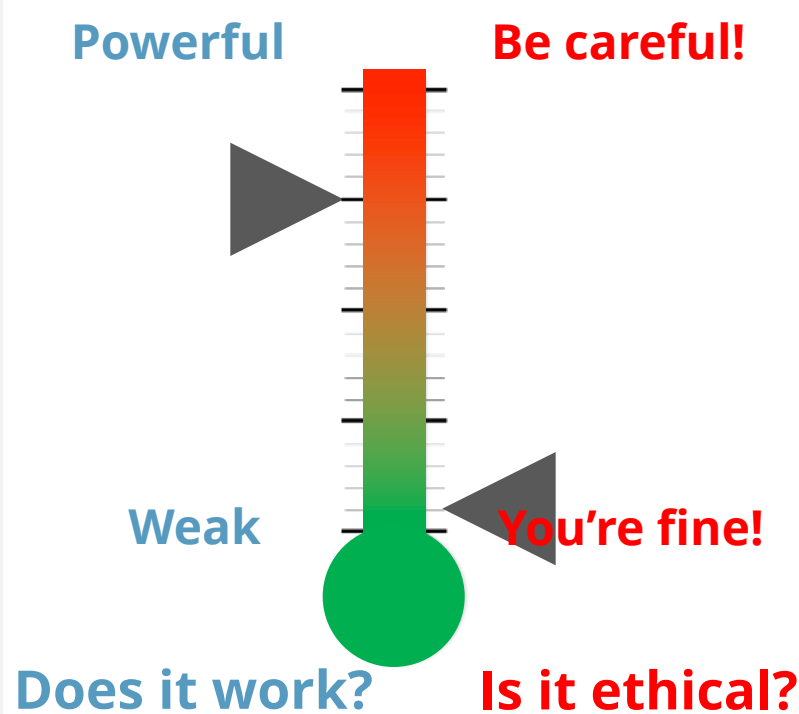
Try responding with "what can you agree to?"



### Tip

If the tactic is used on you, be clear about your limits. If you can't agree to 'x', say so in as few words as possible. For example, "We can't even discuss that".

### Should you use it?



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