

NEGOTIATION PLOYS

02

BRIDGING

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

When placing a marker, or 'anchor', during a negotiation, one party gives a range of values, rather than a single amount



How to spot it

For example, a salesperson is seeking a price rise of 5%. The salesperson bridges when placing their marker down, asking for "5%-10%"
The client starts the negotiation downwards from 5%, and ignores the 10% figure completely.
Note that 10% is double 5%!
Suggesting that 10% was never a serious objective



Why is it used?

Inexperienced negotiators 'bridge' because they want 10% but don't know how to ask for it.
The use of a range when placing a marker is poor practice, as the other party will only focus on the end of the range that is most attractive to them



If you want 10% ask for it!

How to respond

In planning a negotiation, decide where to place markers to support your objectives, particularly your 'wow' objective.
If you are placing a marker down, ensure you can defend it. If the other party 'bridges', they may be poor negotiators or are being manipulative

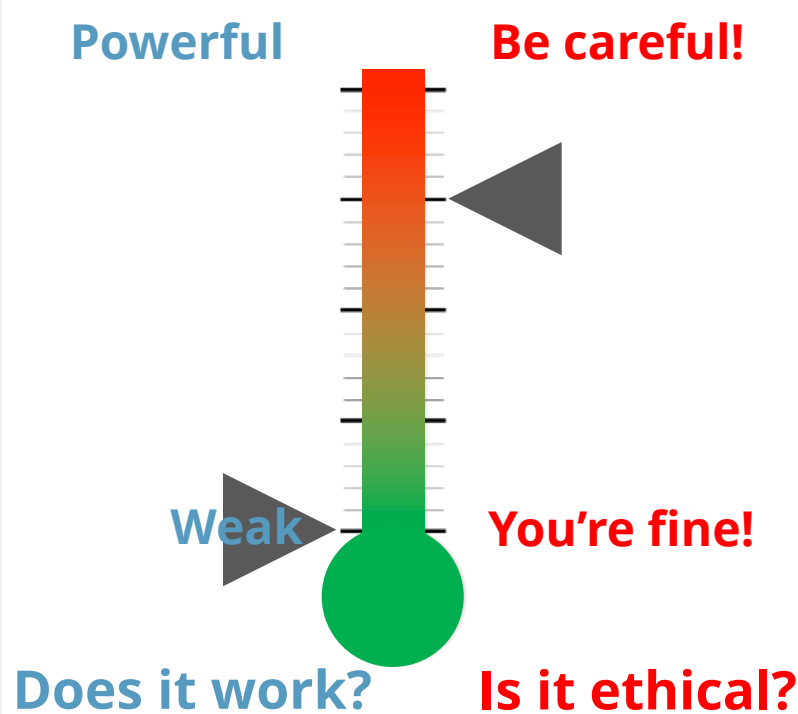


Tip

Try to avoid bridging at all costs.

Be clear about what you want and develop a rationale as to why your markers are credible.

Should you use it?



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