

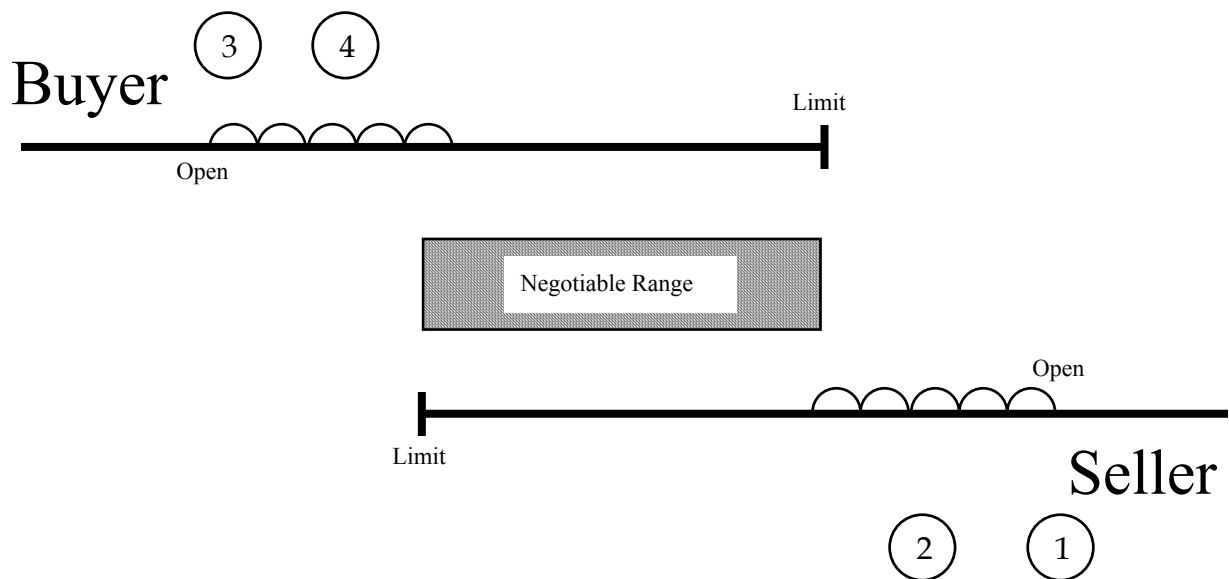
Negotiating Dilemma: to negotiate for a complete package or to add extras later?

Best sequence for buyer:

1. Seller opens
2. Use vice on seller
3. Buyer opens
4. Talks about own price from then on.

Best strategy for buyer, in detail

Get price for the basic item.
 Exclaim that it is too much.
 Use the Vice until it runs out.
 Offer your price for the basic item.
 Ask for price of one of the extras.
 Exclaim that it is too much.
 Offer to pay slightly higher amount for basic plus extras, one at a time.
 Eventually reach seller's minimum price.
 They will be happy to settle.



Best strategy for seller

If possible, get them to say what they could afford for the ultimate package
 Quote for whole package.
 Reduce price by taking off extras, one at a time.
 Eventually reach the buyer's upper limit.
 They will be happy to settle.

Best sequence for seller:

- Buyer opens (3)
- Use vice on buyer (4)
- Seller opens (1)
- Talks about own price from then on (2)