

You Are the Buyer

Information on the Seller <ul style="list-style-type: none">• Persistent, confident, and ambitious• Goal-oriented• To the point and decisive	Remember <ul style="list-style-type: none">• Try to be empathetic and understand where the seller is coming from.• Be considerate of the seller's feelings and goals.• Maintain harmony and get the seller to like you so that you can get the car you want.
Goal: buy the car that best fits your preferences Your preferences (try to get the highest one on your list) <ol style="list-style-type: none">1. WRX STI, orange, 4WD, manual2. Focus, black, 2WD, automatic	Negotiation Guidelines <ol style="list-style-type: none">1. You want to leave the lot with a car.2. Do not discuss price at all.3. You cannot directly say what you want. You can only indirectly hint at your preferences.

Sample Negotiation:

Seller: What kind of car do you want?

Buyer: I don't know. I'm open to a lot of things.

Seller: We have an orange GT4 with manual and 2WD. It's an incredible ride. How does that sound?

Buyer: That's a possibility, but I'd be interested in other models you have.

Seller: Sure. On the other end, we have a green Focus with automatic and 2WD. How about that?

Buyer: Yes, that sounds better, but it's not quite what I'm looking for. Sorry to be so indecisive.

Seller: Hmm, okay. How about a black Model S with automatic and 2WD? This one will amaze you.

Buyer: I like some of the features of the Model S, but I might be more interested in something else. Sorry again for being so wishy-washy. Thanks so much for being patient with me. I'm sure you can help me find something I want.

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Seller: Okay, so unfortunately I have another appointment. Have you made a decision?

Buyer: Yes! I'll go with the black Model S with automatic and 2WD.