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## Applying Negotiating to Real-Life Purchases

Recently, I moved into a new office in Chicago and I needed to purchase office furniture and a bed for my condo in the city as well. I am definitely not an expert on furniture, nor do I enjoy shopping for much of anything. However, I am always looking for a great deal and looking to negotiate anywhere I can.

So, I hop in my SUV and head to down to a couple local furniture stores. I was solely looking for a new bed this day. I first went to a big furniture store that sold various pieces of furniture. A nice gentleman greeted me at the door and handed me a flyer about their current sale they were having. I looked into his eye, shook his hand, and begun to develop rapport with him. Whenever building any type of relationship you must have rapport with that person. The salesman showed me around the store. They only had a few beds that fit my need. I tried them out and was really hesitant on the price. I let him know which one I liked (which happened to be one of the most expensive). I also let him know that I needed a frame and free delivery and installation as well. The bed was on sale for \$899 from a retail price of \$999. I just let him know that it was the bed I wanted and it was simply too much. I told them that I appreciated his time and was going to go look elsewhere. As I turned my back to him he ran after me and told me he would check with his boss to see if there was something they could do. He came back a minute later and offered to knock \$50 off of the price. I used the “You got to be kidding me approach” I said, you have got to be kidding me, you kept me here waiting for you and all your manager will let you take of is \$50, I am ashamed. He said give me one second and came back shortly with another \$50 off of the price.

I had him pass me his business card which I wrote down the name, model, size, and all info on the bed and the price as well for a little negotiating power next store.

As I went into the “Bedding Experts” I had some ammunition and a game plan. I really liked the name of the store as I only want to deal with experts on whatever it is I am working on. I am sure to use that in all my tag lines as well.

I followed the same process when I came into the store and built a rapport with the new salesman. I also asked if he was the owner of the store, which he was! That was great news for me as I knew this guy would be willing to negotiate and had all the authority. From my short time building rapport with him I found the following: Indiana University graduate, avid Indianapolis Colts Fan, avid Chicago Cubs Fan, previously was a bar tender before started this business, currently has ownership interest in 17 stores in Chicagoland, and the list goes on. There is no doubt in my mind that because of the relationship I created with this person that I was able to save a bundle. I have a blog on [caseycavell.com/blog](http://caseycavell.com/blog) that talks about being friendly and I cannot tell you truly how important it is that if you can get people to like you, you will be much more a success both personally and professionally.

Now, after I built the rapport we did the same process and I took several cat naps on all of the beds in the store. Did you know you must take 7 minutes to truly tell if the bed will feel comfortable to you. So guess what I did. I had my phone off, my managers were taking all my calls, and my business was running smoothly. It is a good feeling I promise.

After I decided on the bed that I liked the most, I pulled out the business card and showed it to him from the guy next store. The guy who was now my friend was a bit frazzled. He now new I was looking elsewhere and he had competition. He instantly reduced the price of the bed without me saying anything but "I was just next door and ....." Just by becoming a reluctant buyer and letting him know that I have other options puts me in the position that I want to be in. I quickly mentioned that I appreciate the offer, but I told the other gentlemen that I would be back and I wanted to be sure to live up to my word and I would be returning in a hour. He then asked me if we could get this taken care of now and how much would be willing to pay. Remember this "Whoever names price first loses". Well, I said "You know what I am not real sure, but just so I know what is the lowest that you would be willing to go?" Boom! Another discount! I let him know that I was very thankful and that I had another quick appointment and I would be back. I grabbed his business card and took off. Within this short timeframe, the owner reduced a bed that originally cost \$1,200 to \$775. Please don't toot my horn yet, I am sure anyone could have gotten him down to \$1,100 or \$1,000; it's that other \$200-\$300 that I am proud about.

So off to Target I went to kill some time. As I hopped back in my car, I called our Indiana Hoosier guy to see if he was going to be at the store in 20 minutes because I wanted to drop by real quick. He told me he would be there waiting for me. I let him know that I would be right over but I had to stop by one more store first (I may have fibbed). He perked up and said "If you come over right now and forget that other store, I will make it a even \$700". I hawed and hummed a little and said "That may work". I knew that I would be more than willing to pay the

\$775 and that was the exact bed that I wanted however, you never want to sound too excited, he could always take the offer off the table.

So to make a long story short I showed back up right away and the Hoosier lived up to his word. I got a great deal on a bed and we were both happy. A true win-win situation as I strive for in all business relationships and negotiations. I hope you have learned a little from this process and can use these tools and tricks in your daily lives.