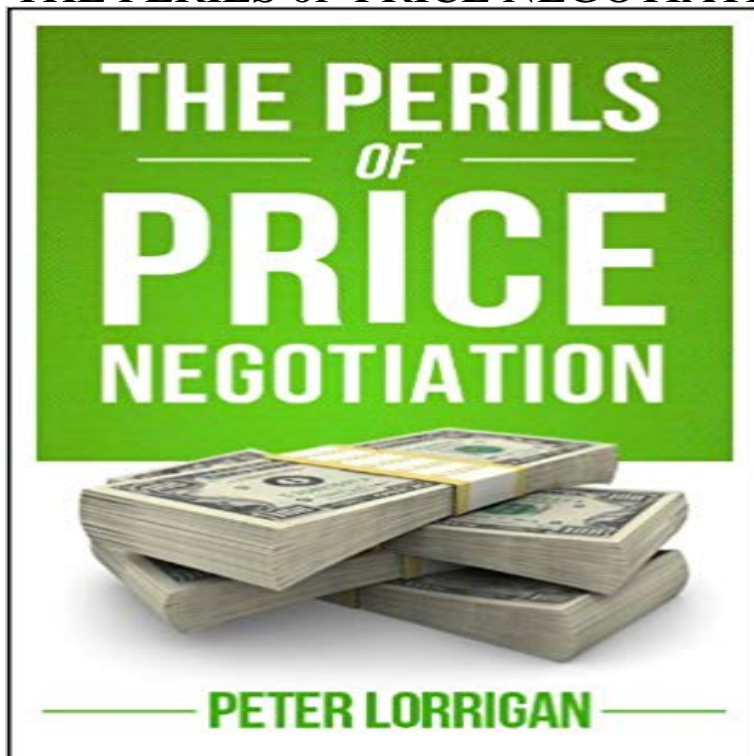


THE PERILS of PRICE NEGOTIATION



Selling or buying something? A house, a car, a boat, a chicken or a horse? Find out what some buyers know about negotiating the price down and some sellers don't. This book contains a simple price negotiation theory and formula that can easily be used by anyone during price negotiation without the use of posturing or acting skills, and lists the eight perils of price negotiation that can prey upon sellers, and the silent peril that preys upon buyers. The book sets out in simple language an easy-to-use price negotiation formula that can be used in any sale and purchase transaction and it explains the mistakes that unknowing sellers can make when negotiating price if lured into that mistake by a knowing buyer. As well as explaining how a buyer can lure the seller into making a price negotiation mistake, the book explains the seller defence tactic that can be used and it gives examples demonstrating the application of the price negotiation formula and the tactics contained in the book. Peter Lorrigan earned a Bachelor of Laws degree at the University of Auckland in New Zealand where he studied English literature, philosophy and psychology. He took up writing after a 40-year career in New Zealand as a lawyer working in real estate sale and purchase transactions, financial transactions, commercial law, and consumer law. He was a founding member and the first president of the Corporate Lawyers Association of New Zealand, established in 1987.

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