



### **“Commercial Debt Negotiation Tactics – Appealing to Common Sense”**

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**Y**ou might believe that negotiating by telephone will convince the creditor to accept an offer. This method typically requires you to “back and forth” in an attempt to reach a settlement agreement with the creditor.

While “begging” and “sniveling” may come into play on occasion in the past, experience has shown that using the Settlement Proposal reduces or eliminates the need for such activity. It is also more professional and allows for much quicker closing of the case.

To motivate and provide justification for the creditor (or their representative) to consider accepting a financial settlement of their claim, it is best to appeal to their value of common sense and to their ego, and one of the best ways to set up this justification is to provide the appearance that you are (1) not only feeling badly about the situation with your creditors, but also that you are (2) genuinely trying to resolve your debt, and (3) offering a sincere apology.

When I used to work on behalf of debtors, I commonly read or heard the phrase “my client prays for understanding and forgiveness in this matter and seeks to remedy the situation with an offer of settlement.”

Another such expression of similar meaning might have been: “My client realizes a certain obligation in this matter. Further, my client prays for understanding and forgiveness of a portion of this debt and seeks an amicable, out-of-court settlement.” This is appealing to their ego.

In effect you are offering an apology for the problem(s) and you are genuinely trying to find a way to resolve the problem(s). You are also asking for understanding and forgiveness and are seeking a second chance to save your business and maintain some semblance of creditworthiness.



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ARTICLES

Creditors will give a second chance to people who want to receive a credit card or buy a new car, even after they have filed for bankruptcy.