网红砍价话术库

网红报价到底多少合适，有没有方法能降价，这个问题是大家都关心的，其实砍价有三个重点：

1. 永远不要先出价

先出价就意味着你错失了谈判的先机，如果达人问你预算多少，你可以说预算比较宽松，让他根据具体需求先报一版

2. 胆大心细

砍价不要害怕，出价可以往低了报（一般我都是从五折开始聊），但是一定要留谈判空间，不然达人可能直接就不理你了

3. 甩锅第三方

这个第三方可以是你老板也可以是别的，即使你能立刻拍板决定是否合作，在谈价格的时候你也可以甩锅老板不批或者老板有意见

针对上述三个场景给大家分享一些对应话术‼

场景**1:** 达人不报价并询问项目预算话术**:**

- Our budget is quite open and is it possible that you could estimate one according to our brief?
- Actually I don’t have a fixed budget for xx and maybe you could share your quotation fee and we could see whether the budget can cover it

场景**2:** 达人报价太高超出预期话术**:**

- Hey, the price is quite out of my budget. Is it possible that we could have a lower price considering that our requirement is quite simple
- Hey, the quotation fee is a bit too high and my budget this time is xx (一个比较低的价格)-xx(你的目标合作价格)

场景**3:** 达人觉得预算太低想要涨价话术**:**

Hey, xx, I can check this with my boss to see whether we can increase a little bit. I really love your post and I do really hope we can cooperate together

- Hey, I have tried my best to negotiate the budget with my boss and the highest price I can offer is xx Let’s see whether it’s fine with you.