The optimality and efficiency of trading mechanisms has long been a subject of great interest in economics, yet there exists relatively little empirical evidence regarding the factors that influence the firm’s preferred mechanism of trade. In this paper, we conduct a field study at nearly 300 stores throughout Vienna, Austria in order to understand how price and firm characteristics influence the decision to engage in bargaining with hypothetical consumers who seek a discount. We find that the likelihood of obtaining a discount is greater for higher-priced products, for non-sale items, and for products sold by small-scale firms. Our findings are consistent with the predictions of a theoretical model in which a firm decides whether to augment posted prices with bargaining concessions.