

# NEGOTIATION STRATEGIES

Use this page for ideas on how to control the interaction between yourself and another person. In any negotiation you must first gain control of the situation - then, read the other persons style and apply the appropriate strategy. Review the detailed strategies on the following pages. Adjust your strategy and intensity to the other person. Use "Mirror Imaging" Techniques.

The negotiation strategies listed here are not easy to master. We suggest you draw up a list of friends, family, and co-workers, and put each of them in a category (style #1, 2, 3, or 4) that matches their communication/negotiation style. Apply the appropriate negotiation techniques to each of them, every time you meet and communicate with them. Keep a record of your progress.

PROSPECT or CLIENT	STRATEGY
Skeptical, Suspicious	Agree on minor points and expand. Be conservative in assertions.
Nervous, irritable, high strung	Use a quiet, tactful, soothing manner.
Pessimistic, grouchy, complaining	Listen patiently, ask questions to find out their real concerns.
Egotistical, opinionated, high hat	Flatter their ego. Concentrate on getting results.
Argumentative, blustering	Create response by challenging in a sincere manner.
Silent, secretive	Be more personal than usual to draw them out.

## - Improving Your Negotiating Flexibility -

When interacting with a person with the following “Assertive” style. **Type #1**,:

Fast-paced speech  
Gives a strong first impression  
Impatient  
Direct  
Tries to control the situation

***Factors that will improve negotiations with this type of person:***

Speed up - omit some of the details  
Speak with confidence  
Flatter their ego  
Don't waste their time  
Stress Service - be fast and efficient  
Stress new products and service

***Factors that will create tension or dissatisfaction with this type of person:***

Not reacting quickly  
Speaking slowly and deliberately

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When interacting with the following “Relationship” style. **Type #2**:

Friendly and talkative  
Impulsive  
Uses many hand gestures when speaking  
Gets emotional  
Imprecise about the use of time

**Factors that will improve Negotiations with this type person:**

Be more demonstrative with your facial gestures  
Be flexible with your time schedule....allow time for them to talk  
Let them know you enjoy their company  
Be prepared for them to be emotional  
Let them know you are interested in helping them

**Factors that will create tension or dissatisfaction with this Style person:**

Not sharing information freely  
Not displaying a sense of urgency

**When interacting with the following “Supporter” style. Type #3:**

Patient  
Easy going  
Uses an unemotional tone of voice  
Reserved  
Deliberate - methodical

**Factors that will improve Negotiations with this type of person:**

Maintain a friendly environment  
Show a demonstrated need for urgency  
Present information in a systematic fashion  
If change is necessary, give many reasons and benefits  
Show sincere appreciation  
Stress security  
Assure them that many others are using your product/service

**Factors that will create tension or dissatisfaction with this type of person:**

Not demonstrating personal attention  
Being possessive of information

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**When interacting with the following “Analytic” style. Type #4:**

Speaks slowly  
Asks questions about facts and data  
Deliberate in actions  
Uses few gestures  
Skeptical  
Suspicious

**Factors that will improve Negotiations with this type of person:**

Be diplomatic and courteous  
Don't ask probing, personal questions  
Avoid criticism of their comments or choices  
Provide assurances of correct decisions  
Avoid sudden or abrupt changes  
Don't threaten them

**Factors that will create tension or dissatisfaction with this type of person:**

Sloppy work environment  
Overselling

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## - People I know -

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### Instructions:

Read the Negotiation Strategies and the four main types of people and how to influence them. Make a list of people you interact with on a regular basis. Put them in Category 1, 2, 3, or 4. Every day select one person from your list and apply the strategy and communication style that will best influence them. Practice this technique until it becomes natural for you. Your goal is to be able to persuade and influence others.

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### Assertive People - Type 1

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### Relationship Oriented People - Type 2

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### Supporting People - Type 3

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### Analytic People - Type 4

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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