

Negotiator Personality Types

Assertive

How They See Themselves: Honest, Logical, Direct

How They Are Seen: Emotional, Aggressive, Harsh

#1 Goal in Negotiation: To be heard and understood

View of Time: Time is money

View of Business Relationships: Need a mutual respect; nothing more or less

View of Silence: An opportunity for them to talk more

Reciprocity:
Giving Give them an inch, they'll take a mile

Receiving If they give up something, they are counting seconds until they get something equal or more

Best Tool to Use: Mirrors

How to get them back: Any invitation to re-engage

Worst Type Match: Analyst

Analyst

How They See Themselves: Realistic, Prepared, Smart

How They Are Seen: Cold, Standoffish

#1 Goal in Negotiation: To gather information

View of Time: As long as it takes to get it right

View of Business Relationships: As long as they aren't causing conflict, they are actively preserving the relationship

View of Silence: Time to think

Reciprocity:
Giving They only give up things they've already thought long and hard about

Receiving They think it's a trap

Best Tool to Use: Labels

How to get them back: Show them you're ready to get something accomplished

Worst Type Match: Assertive

Accommodator

How They See Themselves:	Personable, Conversational, Relationship Focused
How They Are Seen:	Friendly, Too Talkative
#1 Goal in Negotiation:	To build and/or preserve the relationship
View of Time:	As long as we are talking, we're being productive
View of Business Relationships:	The relationship is most important
View of Silence:	They've done something wrong
Reciprocity:	
Giving	They are the most likely to give something up first. Their giving isn't motivated by receiving
Receiving	They are flattered and take it as confirmation of a positive relationship
Best Tool to Use:	Calibrated Questions
How to get them back:	An apology ("I'm Sorry" is mandatory)
Worst Type Match:	Accommodator
