The Negotiating Styles and How to Effectively Adapt to Each One

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| Style on the Other Side | Characteristics | Adaptations |
| The Skeptic | * Uses skepticism in an effort to create leverage
* Questions service quality, pricing, your commitment
* Trying to make you defensive
 | * Don’t buy in!
* Believe in what you do
* Own the issues
* Have corrective action plans, if necessary
* Have the facts
* Don’t get defensive
 |
| The Aggressor | * Warlike!
* Threats
* Verbal attacks
* Also trying to make you defensive
 | * Don’t be intimidated!
* Try to forecast where they will go.
* What are the hot button issues?
* Be prepared to refute with facts
* Strive for win/win
 |
| The Litigator | * Focused on terms & conditions
* Common style in new deals
* Heavy emphasis on risk, liability, privacy, security
 | * Know your legalese
* The Litigator style negotiators are almost always lawyers; they respect knowledge.
* Know your bottom line on contentious clauses *before* you go in to the negotiation!
 |
| The Statistician | * Well prepared
* Know exactly what they want
* Have researched the market
* Can accurately evaluate your pricing
* Firm, fair and very effective
 | * It’s simple – take a page from their book!
* Be as well prepared or better prepared than they are – you’ll have a great session!
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| The Apologist | * Invokes the mysterious “they”
* “Wish I could help you”
* “They told me to tell you ….”
* “Out of my hands”
* Not a true decision maker
 | * Get past them!
* Diplomatically, pull in the true decision maker and negotiate with that person directly
 |
| The Corporate Sloth | * Evasive and slow!
* Can’t get anything done
* Not clear on goals
* Cancels meetings; doesn’t show up for meetings
* Negotiation drags on and on
 | * YOU have to pick up some of THEIR work!
* Manage their schedule
* Hold them accountable
* Do some of the legwork and data gathering for them
* Drive the process yourself – the Sloth will not get it done!
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*Building the market value of your business*