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*