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The Four Common Negotiating Personalities

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Purpose: *Use this job aid to help you to determine the common personality type of your negotiating counterpart.*

When conducting a negotiation, think about the character of your negotiation counterpart. If you know what type of person you are dealing with, you'll get to your goal of agreement much faster.

There are the four common negotiating personality types.

The General

Generals are reserved and cool, maintaining eye-to-eye contact. They may also engage in power play gestures, and you may find their presence a bit threatening. Their conversational tone is demanding and dominant, and they keep their requests short and to the point. They are motivated by results, performance, benefit, profit, and efficiency. When negotiating with Generals, avoid flowery or technical explanations and don't waste their time. Convey your respect and even self-deprecate a bit, and speak to the concrete, direct benefit of what the person is interested in. If things aren't going well, appeal to the person's ego by asking if the person has the authority to make the decision.

The Analyst

Analysts are distant, well-dressed, often unanimated, with reduced facial expressions and controlled or monotone conversational style. They value facts and figures, logical thinking, precision, accuracy, proof, and evidence above all else. Approach Analysts accordingly: demonstrate using precise analysis, numbers, and facts. Be ready to explain how he or she is playing according to rules and law. In this way, you appeal to an external authority, and it is important to Analysts to be able to save face. If things aren't going well, try to expedite agreement by asking if the person has the authority to make the decision.

The Helper

Helper personalities want to do their best for you but are cautious at all times. Recognize them via their demeanor, which is reserved, warm-hearted, and cordial, with a calm, hesitant, and even hushed conversational tone. They are motivated by safety, security, and trust, and they like to take things step-by-step. Approach a Helper by using words like safety, security, and assurance. Do not bulldoze them but get them to follow you and make sure they feel safe and sure, giving them opportunities to ask more questions.

The Sunshine

These people are open, sunny, swinging, and enthusiastic. They are motivated by fun, excitement, trends, and having a good time. Business, for them, is a means to an end: financing the entertaining part of life. Approach Sunshine personalities by entertaining them. A chance for a new experience will get this personality on your side. But don't go overboard with intimacy – overfamiliarity can backfire.

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