



Three Negotiator Types

Introduction

One of the biggest mistakes you can make in a negotiation is to treat your counterpart how you wish to be treated. If you value directness, it's easy to assume that your counterpart does also. Even if you have the best intentions, this "golden rule approach" to negotiation does both parties a disservice.

Being an effective negotiator means treating your counterpart how they wish to be treated—and leaving your own preferences out of it.

Although you may see being direct as a form of respect, it can just as easily come off as an attack to someone with a different negotiating style.

But how do you know how someone wants to be treated? There are many different types of people in this world, but there are only three types of negotiators: **Analysts, Accommodators, and Assertives**.

The best negotiators incorporate characteristics of all three types into their strategy and know how to shift their communication style to better fit their counterpart. In this short guide, we've laid out the distinguishing features of each negotiator and what communication techniques are most effective. Use this guide to help identify your natural negotiator type and those of your counterparts to align your communication styles.



Analyst

How They See Themselves:

- Realistic, Prepared, Smart

How They May Be Seen by Others:

- Cold, Standoffish

View of Business Relationships:

- As long as they aren't causing conflict, they are actively preserving the relationship

Cares About:

- **Acquiring facts and info**

Negotiation Mindset:

- Time = **preparation**
- Silence = **time to think**

Characteristics:

- Methodical & diligent. Hates surprises
- Self-image tied to minimizing mistakes
- Prefers to work on their own
- Reserved problem solver
- Information aggregator
- Skeptical by nature
- May appear to agree when just agreeing to think about it
- Slow to answer calibrated questions
- Apologies have little value

Views on Reciprocity:

- Giving: They only give up things they've already thought long and hard about
- Receiving: When they receive first, they think it must be a trap

Tools to Use:

- **Labels**, specifically to compare analysis
- Use **data** to explain your reasons, no ad-lib
- Use data comparisons to disagree

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 May Be Seen by Others:

- Friendly, Too Talkative

View of Business Relationships:

- The relationship is most important

Cares About:

- **Building relationships**

Negotiation Mindset:

- Time = **relationship building**
- Silence = **upsetting, indicates anger**

Characteristics:

- Happy when communicating
- Sociable, peace-seeking, optimistic.
- Distractible, poor time managers
- Watch tone & body language → they won't express hesitancy in words
- Risk: may overpromise, agree to give you something they can't actually deliver

Views on Reciprocity:

- Giving: They are 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

Tools to Use:

- *What & How* **calibrated questions** focused on implementation

How to Get Them Back:

- An apology ("I'm sorry" is mandatory)

Worst-Type Match:

- Accommodator





Assertive

How They See Themselves:

- Honest, Logical, Direct

How They May Be Seen by Others:

- Emotional, Aggressive, Harsh

View of Business Relationships:

- Needs mutual respect; nothing more or less

Cares About:

- **Being heard.**

Negotiation Mindset:

- Time = **money**.
- Silence = **opportunity to speak more.**

Characteristics:

- Perfecting the solution is less important than getting it done
- Loves winning above all else
- Most likely to get tunnel-vision
 - If you focus on one goal, you miss opportunities to explore options
- Emotions can cloud decision-making faculties
- View negotiations as intellectual sparring
- Focus first on what they have to say. They'll only listen if they're convinced you understand them

Tools to Use:

- **Mirrors**
- **Calibrated questions**
- **Labels**
- **Summaries**
- Get a ***that's right***

Views on Reciprocity:

- Giving: Give them an inch, and they'll take a mile
- Receiving: If they give up something, they are counting the seconds until they get something of equal or more value

How to Get Them Back:

- Any invitation to re-engage

Worst-Type Match:

- Analyst



Conclusion

If you can identify what type of negotiator you're dealing with, you can tailor your communication strategy to make them feel more comfortable, understood, and in control. Doing so will ultimately help you earn their trust and learn what you need to know to influence their thought process.

In addition to knowing what to look for, identifying negotiator types and adapting under pressure demands practice. There are plenty of everyday, low-stakes opportunities to use these skills and hone your competence. The more often you take advantage of them, the more second nature these negotiating techniques will become.





**Have questions about training,
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