

Negotiating Styles:

High on relationships	Lose / Win <ul style="list-style-type: none"> • Customers • “Long term relationship” • Sets a precedent • Devalues your product or service <i>Accommodating</i>	Win / Win <ul style="list-style-type: none"> • Obtained by trading • Both sides gain by exchanging easy-to-gives for valuable-to-them • They may pretend this, when really they are playing win/lose <i>Collaborating</i>
	Lose / Lose <ul style="list-style-type: none"> • Deals which should not have been made • Deals which could have been made if either party had negotiated • Walking away when within one’s limit - ploy, or pride • Options & tradeables not explored <i>Avoiding</i>	Win / Lose <ul style="list-style-type: none"> • Often when buying • Often when money only • Will still be a win/win sale • Leaves them unhappy if they realise • Can give longer term problems • Can degenerate into lose/lose • What if <i>they</i> choose this style? <i>Competing</i>
Low on relationships	Low on results	High on results

