

Influencing Your Way to Great Negotiations

1

The 'My Way or the Highway' Behaviour

CHARACTERISTICS

- Assertive
- Dominant
- Decisive
- Competitive

EXPERT ADVICE

Call out aggressive behaviour and stand your ground.

RECOMMENDED NEGOTIATION APPROACH

Suggest, don't strongarm.

2

The 'Sweet Talker' Behaviour

CHARACTERISTICS

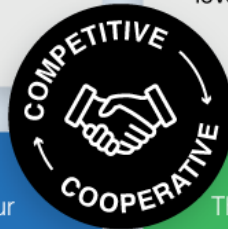
- Influential
- Confident
- Enthusiastic
- Receptive

EXPERT ADVICE

If they're friendly, be friendly back – simple!

RECOMMENDED NEGOTIATION APPROACH

Meet them on their level.



The 'Devil's in the Details' Behaviour

CHARACTERISTICS

- Meticulous
- Analytical
- Aloof
- Patient

EXPERT ADVICE

Do your research and provide in-depth information.

RECOMMENDED NEGOTIATION APPROACH

Preparation, preparation, preparation

The 'Let's Not Rock the Boat' Behaviour

CHARACTERISTICS

- Cooperative
- Dependable
- Accommodating
- Unassertive

EXPERT ADVICE

Master the art of give and take.

RECOMMENDED NEGOTIATION APPROACH

Slow, steady and stable.

3

4

Life is full of negotiations, from high-stakes business arrangements to buying a property or even settling a dispute between family members. The good news is, by learning how to communicate effectively and adapt your approach, you can learn skills which can help you forge better business relationships, gain more control over financial transactions, and reap the rewards of democratic bargaining.