

The Many Faces of the Negotiator

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The Intellectual:

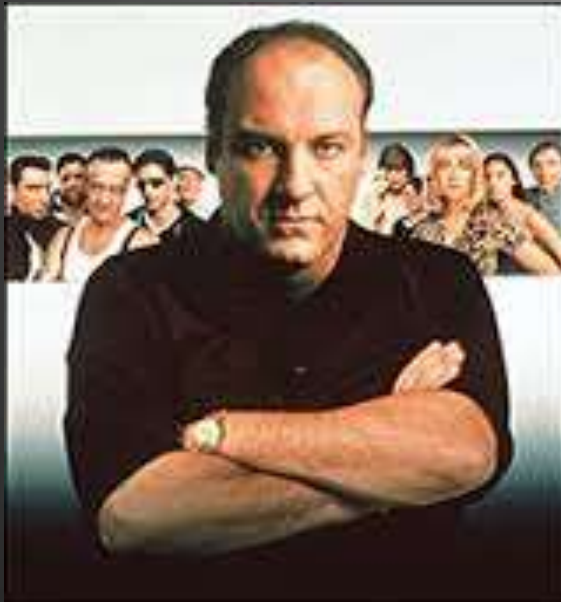
BAZINGA!



- ▶ True to their DNA
- ▶ They believe they can “think” their way through the process (assumes that negotiation is logical)
- ▶ Information/knowledge is power
- ▶ They are alone in the universe
- ▶ Persuasion is primary tool

The Tuff Guy:

The Tony Soprano school of negotiation



- ▶ Negotiation is all about power
- ▶ Uses “leverage” to coerce agreement
- ▶ Removes “free will” from the process
- ▶ Coercion is used as deodorant to cover up for a lack of skill
- ▶ Favorite word is “or”

The Reptile:

“Lets split the difference”



- ▶ Judge an offer by how much psychological discomfort it creates rather than its merits
- ▶ Yields under pressure
- ▶ Speaks lizard language
- ▶ Typically a bit introverted

The Jolly Shopper:

“It was on sale I got 10% off”



- ▶ Makes decisions NOT deals
- ▶ Uses technology well to research
- ▶ Relies on “tools” as deodorant for lack of skill
- ▶ Negotiates by looking for a deal rather than “creating” one

The Professional:

It is ALL about the deal!



- ▶ Primary focus is on the “deal” NOT the other party
- ▶ Talks & acts like they want an agreement
- ▶ Works with the other party as co-authors of the agreement
- ▶ Linkage is primary tool
- ▶ No strategic games

The Smart Negotiator![®]



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