



CHEAT SHEET:

How to Negotiate More Effectively

Personality affects how we prefer to negotiate in the same way it might impact what we like to do in our free time, who we tend to be drawn to and what we want to do for work.

Understanding your buyer's personality can help prevent misunderstandings or stress during negotiations.

Dominant Personalities



BE DIRECT, VISIONARY, RISK-TOLERANT

Do

- ✓ Walk away from the conversation if they are being too firm
- ✓ Challenge both parties to come up with a better solution
- ✓ Project assertiveness and confidence

Don't

- ✗ Give in to their demands too easily
- ✗ Allow them to take control over the conversation

Influential Personalities



BE PERSONABLE, ADAPTABLE, ENTHUSIASTIC

Do

- ✓ Tell compelling stories
- ✓ Project optimism and excitement about the future
- ✓ Build rapport before getting into business

Don't

- ✗ Limit creative possibilities
- ✗ Allow them to shift the topic before you have achieved your goal
- ✗ Rely on experience or credentials

Conscientious Personalities



BE METHODICAL, PRAGMATIC, RISK-AVERSE

Do

- ✓ Set expectations for the negotiation process
- ✓ Bring data to support your claims
- ✓ Prepare for heavy skepticism

Don't

- ✗ Insist on your way of doing things
- ✗ Use stories as your main persuasion tactic
- ✗ Say anything sarcastic

Steady Personalities



BE THOUGHTFUL, DIPLOMATIC, RISK-AVERSE

Do

- ✓ Ask about their past experience and concerns
- ✓ Bring other people into the discussion when helpful
- ✓ Give them time to think things through

Don't

- ✗ Pry for too much information
- ✗ Push for a quick decision
- ✗ Be too pushy or intense