

QUIZ:

What's your negotiation style?

1. How do you view the outcome of a negotiation?

- A** The more my opponent gets out of the negotiation, the less I get.
- B** The most successful negotiation is one where we're both happy with the outcome, even if I didn't get exactly what I wanted.
- C** I'm relieved when I manage to achieve some of my ideal outcomes, because usually I'll acquiesce to the other party's demands.

2. Which do you value more: the outcome of the deal, or the your relationship with the other party?

- A** The outcome: As long as I get what I want out of a negotiation, I can deal with hurt feelings and other relationship issues later.
- B** Both: The relationship is just as important as the outcome—in fact, I see negotiation as a way to strengthen a relationship.
- C** The relationship: I won't push my agenda too hard if it's going to make the other person annoyed or uncomfortable.

3. How much time do you spend building (or strengthening) your relationship with your opponent?

- A** Very little. I try to find out things about my opponent that will benefit me, but ultimately it's not the best use of my time.
- B** Plenty, because I think it's valuable to build rapport, especially in negotiations involving ongoing relationships.
- C** Plenty, because if we have a friendship built up they're less likely to push a hard bargain.

4. How do you prepare for a negotiation?

- A** I get crystal clear on the outcome I want to reach (one which satisfies all my interests).
- B** I gather as much information as I can, to help us find a solution which we're both content with.
- C** I prepare in one of these ways, but rarely find it helpful because clarity doesn't make me more assertive.

5. Do you consider your alternatives before going into a negotiation?

- A** No—I will walk away from the negotiation if I don't get my exact goals fulfilled.
- B** I carefully consider my BATNA before going into a negotiation, so I know the stakes and the minimum I'll settle for.
- C** I've definitely thought about my alternatives, because I'd prefer not to negotiate at all.

6. What's your view on bluffing?

- A** I use bluffing to drive a hard negotiation and get exactly what I want.
- B** I rarely or never bluff, because it's too risky and can harm my reputation.
- C** I would never bluff myself, but I tend to give in when other people bluff.

7. What role does fear play when you negotiate?

- A** I try to treat the other person with respect, but I sense they are acquiescing out of fear because I'm not very flexible.
- B** While I do get nervous sometimes, I try to mask it because it's not going to produce the best outcome.
- C** I often hold back from saying what I want out of fear of rejection.

Mostly As: The Bull



You drive a hard bargain. Before you come into a negotiation you know exactly what you want, and you're determined to get it no matter what. When it comes to one-off negotiations you're a star at getting what you want, but it's becoming an issue in ongoing relationships. Sometimes your aggressive style makes the other person walk away, so neither of you get what you wanted.

How to improve:

Start by changing your mindset to win/win. My introductory videos will lay the groundwork for why this is so important. As you go through the nine-step process, pay particular attention to finding solutions which benefit both you and the other party. This will help you sustain long-term relationships with your opponents, and also improve your results—while pursuing your ideal outcome may seem like the best thing, you're missing opportunities to creatively solve problems together and come up with a better solution.

Mostly Bs: The Diplomat

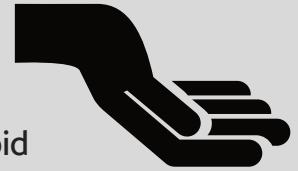


You're a seasoned negotiator who knows how to balance competing demands, getting the best outcome for both you and your opponent. Although you've made some mistakes along the way, it's helped you to learn how to negotiate better. Sometimes you can be a little too diplomatic, which means you don't get the best deal in one-off negotiations where preserving or strengthening the relationship isn't as important.

How to improve:

Even well-rounded negotiators should be constantly improving their approach. Take note of the questions where you answered A or C, and focus particularly on the parts of this course which address those areas. As you go through the whole course, aim to find at least two or three areas where you can improve. Make plans to implement them in your next negotiation.

Mostly Cs: The Giver



When you're diving up the pie, you'll take the smaller piece to avoid causing conflict. You may be new to negotiating, and you're intimidated by the idea of standing up for your own interests. You're great at building connections and rapport, so you're likely to have good business relationships over the long term. But this can come at a cost to yourself and your business when you yield instead of pushing for a better outcome.

How to improve:

Working through this nine-step process will help you feel more prepared, in control, and confident about negotiating to get the best possible outcome. This doesn't mean throwing away your relationships—by thoroughly investigating the best options for yourself and the other party, you can come up with a solution which satisfies you both. You may want to focus particularly on the video on dealing with your fear. By the end of the course, you will understand the value of win/win over lose/win.