



Becoming a More Effective Negotiator: *What's Your Style?*

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Overview

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- Present **five bargaining styles**
 - How to determine your style
 - Review **advantages and disadvantages** of each
 - Introduce a **situational matrix**
 - Discuss the strategic importance of **matching style to situation**
 - Provide **corrective reminders** for those who are competitive/cooperative
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Meet Our Expert



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Bargaining Styles

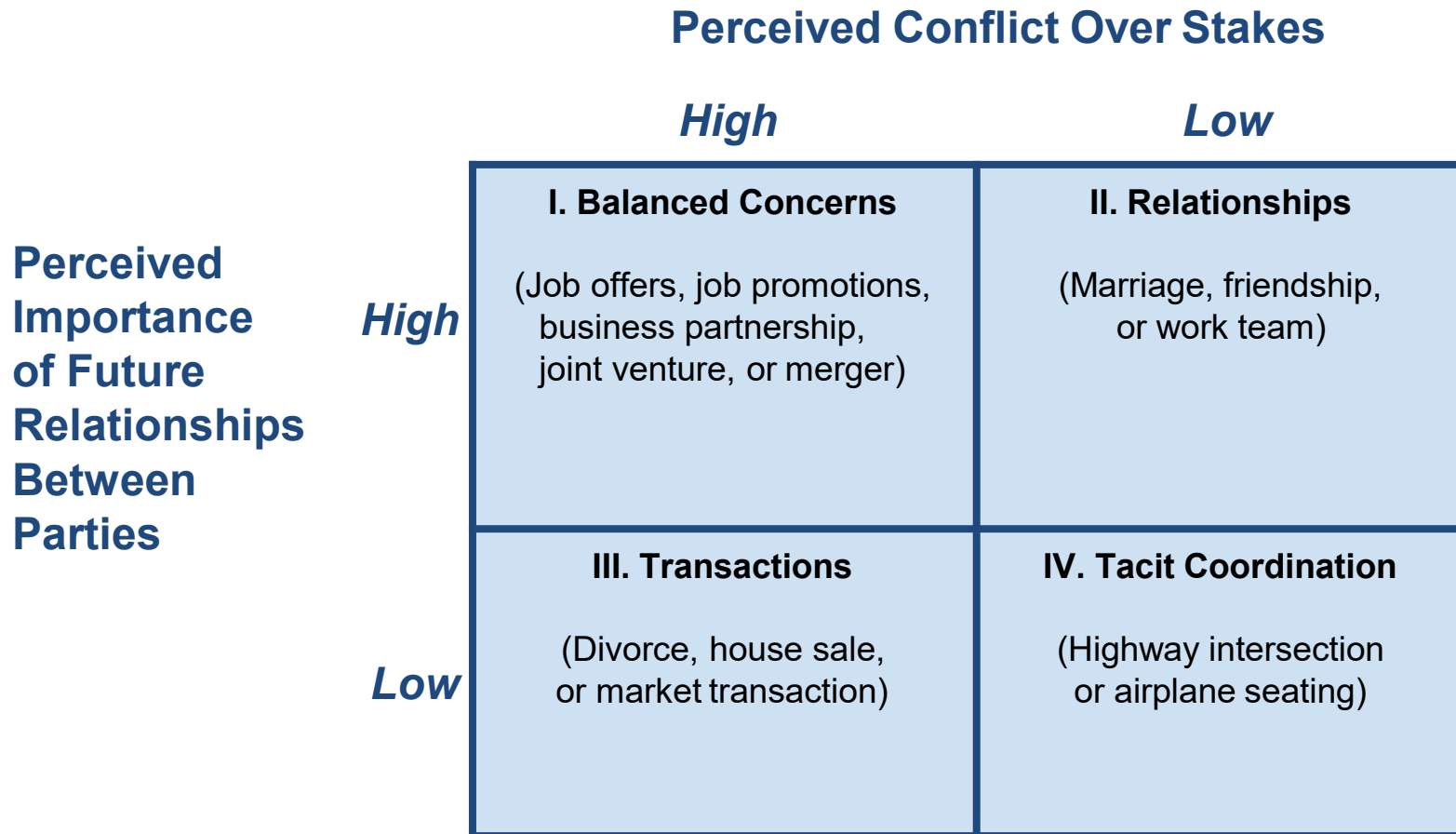
1. A thought experiment

2. The five main styles

- a. Avoiding
 - b. Accommodating
 - c. Compromising
 - d. Competing
 - e. Collaborating
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Four Bargaining Situations

The Situational Matrix



Four Bargaining Situations

The Situational Matrix

Perceived Conflict Over Stakes

High

Low

Perceived
Importance
of Future
Relationships
Between Parties

High

Low

<p>I. Balanced Concerns</p> <p>(Job offers, job promotions, business partnership, joint venture, or merger)</p> <p>Best Strategies: Problem solving or compromise</p>	<p>II. Relationships</p> <p>(Marriage, friendship, or work team)</p> <p>Best Strategies: Accommodation, problem solving, or compromise</p>
<p>III. Transactions</p> <p>(Divorce, house sale, or market transaction)</p> <p>Best Strategies: Competition, problem solving, or compromise</p>	<p>IV. Tacit Coordination</p> <p>(Highway intersection or airplane seating)</p> <p>Best Strategies: Avoidance, accommodation, or compromise</p>

Corrective Reminders

For Those Who Are **Competitive**

1. Think win-win
 2. Ask more questions than you naturally do
 3. Rely on fairness standards more than force
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Corrective Reminders

For Those Who Are **Competitive**

4. Aim to win on your big issues rather than on all issues
 5. Treat your counterpart with respect
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Corrective Reminders

For Those Who Are **Cooperative**

1. Aim higher than you naturally do
 2. Prepare to say “That’s not quite good enough” and to explain why
 3. Create an audience
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Corrective Reminders

For Those Who Are **Cooperative**

4. Imagine you are negotiating on behalf of someone else
 5. Avoid resentment & regret from not asking for what you need & deserve
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Resources

Fisher, Roger et al. (1987). *Getting to Yes: How To Negotiate Agreement Without Giving In.*

Malhotra, Deepak (2014). [15 Rules for Negotiating a Job Offer](#). *Harvard Business Review*, April 2014 Issue.

Shell, G. Richard (1999). *Bargaining for Advantage.*

Ury, William (1993). *Getting Past No.*

Thank You!

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