

Negotiation and Personality Directions

The more you understand personality directions, the better you will be able to customize your negotiation tactics. A personality direction is the way in which we lean most of the time in terms of the way we act and react to most stimuli. We hate to be boxed in and categorized, but the reality is, most of the time we are predictable. Sure, people aren't going to be 100 percent predictable all the time, but the more discerning you become, the more you will see how predictable individuals really are. Each individual's personality direction will dictate how you customize your message. When you analyze personality directions, ask yourself the following questions:

I. Is your audience mostly logical or emotional?

A. Logical people:

1. Think with their heads
2. Go with what makes sense
3. Are persuaded by facts, figures and statistics
4. Rely on past history
5. Use their five senses

B. Emotional people:

1. Think with their hearts
2. Go with what feels right
3. Are persuaded by emotions
4. Rely on intuition
5. Use their "sixth sense"

II. Is your audience introverted or extroverted?

A. Extroverted people:

1. Love to communicate
2. Are talkative

3. Involve others
4. Tend to be public people
5. Want face-to-face contact

B. Introverted people:

1. Keep their feelings inside
2. Listen more than they talk
3. Like to work solo
4. Tend to be private
5. Use memos and e-mails over face-to-face communication

III. Is your audience motivated more by inspiration or desperation?

A. Desperation-motivated people:

1. Try to get away from the problem
2. Are stuck in the past, are afraid of repeating mistakes
3. Avoid pain
4. Want to get away from something

B. Inspiration-motivated people:

1. Work towards a solution
2. See a better future
3. Are motivated by pleasure
4. Want to move forward, have vision

IV. Are your audience members or prospects assertive or amiable?

A. Assertive people:

1. Consider results more important than relationships
2. Make decisions quickly
3. Want to be in control

4. Are task-oriented
5. Don't waste time
6. Are independent

B. Amiable people:

1. Consider relationships more important than results
2. Are friendly and loyal
3. Like to build relationships
4. Are great listeners
5. Avoid contention
6. Are nonassertive and agreeable