

# Five Negotiation Styles

*'Every kind of human co-operation is primarily based upon mutual trust'*

- Albert Einstein



A negotiating style suitable to the needs of the situation should be employed whenever possible. Five styles are outlined below.

## COMPETITION

This can be appropriate when:

- Quick, decisive action is necessary
- You firmly believe you're right
- You are dealing with someone who will take advantage of you
- The issues are important and unpopular actions need to be taken
- Other options are not possible

## COLLABORATION

This can be appropriate when:

- A long-lasting solution is required
- Both parties interests are too important to be compromised
- Reaching consensus is required
- Developing and maintaining a relationship is desirable
- Both parties are in it for a win-win

## COMPROMISE

A type of sub-optimal win-win, where both parties get some of what they wanted

## AVOIDANCE

This can be appropriate when:

- The issues are trivial
- No chance of getting what you want
- You need time to cool down, gather information or gain perspective
- Someone else needs to step in
- When the issue is a symptom of another, bigger issue

## ACCOMMODATION

This can be appropriate when:

- You find out you are in the wrong
- You want to seem to be reasonable
- Continued competition would only damage the situation or relationship
- Preserving the relationship is paramount
- You need an early agreement