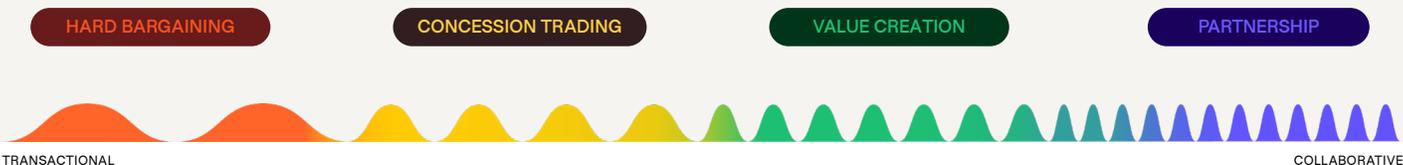


Negotiation is the process of  
**MANAGING CONFLICT** and  
**FINDING ALIGNMENT** on terms  
 between two or more parties.

## The Wavelength

The Wavelength makes up the four types of negotiation.



**PRIMARY FACTORS**

- Length of agreement
- Number of terms
- Similar buyers and/or suppliers

**SECONDARY FACTORS**

- Approach to value
- Emphasis on a single term
- Privacy of information
- Historical precedent

## Act Different, Don't Be Different

Determining where you are on The Wavelength is a critical part of negotiation — and one of the first steps! Each part of The Wavelength will require you to shift your mindset into one of four personas:

**THE HUNTER**  
 HARD BARGAINING

An expert in extracting value. The Hunter is always looking for ways to uncover the pressures of their counterparty while remaining secretive with their information.

**THE CREATOR**  
 VALUE CREATION

Able to balance numerous terms and share information effectively, The Creator sees the forest through the trees. They focus on total value instead of singular value, always.

**THE TRADER**  
 CONCESSION TRADING

Always ready for a tense conversation, The Professional is meticulous in the finer aspects of the deal. They're tasked with driving the most value they can for their side while understanding that certain terms will need to be traded to get there.

**THE DEALMAKER**  
 PARTNERSHIP

Balancing numerous terms is one thing, but The Dealmaker also needs to consider and weigh other parties, teams, and interests. The Dealmaker is the epitome of collaborative negotiating style. Firm in their approach but flexible in mindset.



# Your Shift in Mindset

Negotiators are always FIRM, CREDIBLE, and PROFESSIONAL in their approach. They are also ADAPTABLE given the type of negotiation. Refer to the chart below to determine how to behave in each negotiation type.



YOUR PERSONA	CLIMATE IN THE ROOM	LEVEL OF FLEXIBILITY	WILLINGNESS TO SHARE INFORMATION	YOUR MINDSET
The Hunter ●	Cold	Limited, None	Not important	Tough, challenging, and inflexible.
The Trader ●	Room temp	Limited, Some	Somewhat important	Tough, challenging, and somewhat flexible.
The Creator ●	Warm	High	Important	Open-minded, creative, and mostly flexible.  Some walkaway points can be broken.
The Dealmaker ●	Warm	High	Important	Open-minded, creative, diplomatic, and very flexible.  Most walkaway points can be broken.