



The Don Hutson Report

Global Expert on Sales & Negotiations

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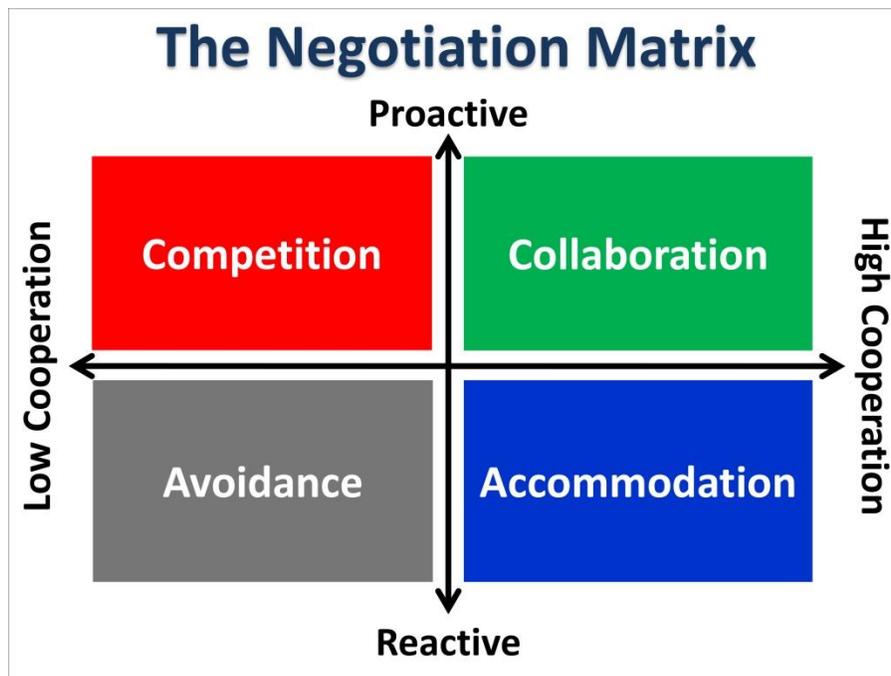
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The Significance of the Negotiation Matrix

Part 3 of an 8-part series on “Negotiations”

The axes of our matrix contain several attributes that will enhance your understanding and usefulness of it. The vertical axis is about “Activation”, with proactive on the top and reactive on the bottom. When dad steps in to calm an argument between two siblings, he usually starts with the question “Who started this?” The starter is the activator and he/she is on the top of the grid (**Proactive**). The other sibling would typically be the reactive one.

The horizontal axis is about “Cooperation”, with high cooperation on the right and low cooperation on the left. A mutually friendly negotiation is typically found on the right side of the matrix and the more difficult ones are on the left (less cooperative) side. This results in four quadrants (negotiation strategies) with different characteristics.



Lower left on the matrix is the AVOIDANCE strategy representing the negotiator who is less cooperative and reactive. These people have the most serious cases of *Negotiaphobia*, and they usually push back on engaging in the process.

On the lower right we have the ACCOMMODATION strategy representing those who are more cooperative and reactive. These people need to be careful not to give away the farm in their attempt to be nice and forge a relationship. We also find that not nearly as many transactions get done on the bottom half of the matrix.

The top half of the matrix (Proactive) is where there is more action! Upper left is the **COMPETITIVE strategy**, known to be a win-lose posture where people are fighting for the absolute best deal, even if it takes a toll on the relationship. It can get ugly fast with rigidity personifying both sides.

The upper right-hand quadrant is the more cooperative COLLABORATIVE strategy. This is where people on both sides work to seek a win-win solution to the negotiation. If you want to be a long-term trusted advisor to the other party, it is usually worth putting the time into a collaboration, seeking a solid win-win solution with which both parties are comfortable.

Here's the major takeaway: Master your negotiation skills to demonstrate that you are confident and competent with all four strategies. Though you may have a preferred strategy, be willing and able to go to the quadrant the other party insists on occupying in order to negotiate with them successfully. For example, I prefer collaboration, but if the person on the other side insists on competing, I can go there and hold my own without difficulty.

Once they see you can compete with them, they may be inclined to lighten up and go collaborative with you. They were trying for some low hanging fruit! As you demonstrate strength and competence with each of these four strategies, they will know that they are negotiating with a knowledgeable pro.

Since we all negotiate almost every day, it is a great skill set to possess. Learn it now and use these ideas to your advantage for the rest of your life!

Click on the U. S. Learning Online Learning Flipbook below to subscribe to the **MASTERING NEGOTIATION STRATEGIES** e-learning program; The book section is the place to order your (New York Times, Wall Street Journal #1 Best-Seller) **THE ONE MINUTE NEGOTIATOR** Book.

This is the third of an 8-part series. Our goal is to impart enough negotiation skills that you will become more intrigued with the subject and start to learn more tactics which you can implement right away.

The U.S. Learning Online Learning Flipbook allows you to review our four top-level programs on Sales, Negotiations, Sales Management and Leadership with sub-topics and video excerpts for educating you to be your best!

Just click on the image below for the Flipbook.





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