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# Understand Your Negotiation Personality

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One key to being a master negotiator is intuitively employing different approaches, based on each situation. To do this effectively, one must first understand negotiator personality archetypes. The following nine personality archetypes are not all-inclusive, but do represent the primary means by which the majority of people negotiate. Achieving the right balance with these is sure to pay dividends.

**1. The Politician influences or outmaneuvers others.** Politicians often seek support by appealing to passions and prejudices through carefully crafted language, campaigning to persuade others to support their point of view.

**Why it's helpful:** The politician is personality driven. Using your charisma to



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