

Your Negotiation Type

Thank you for your participation in the test

"What type of negotiator am I?".

Based on your answers, we were able to determine the negotiation type that best describes your negotiation behavior:

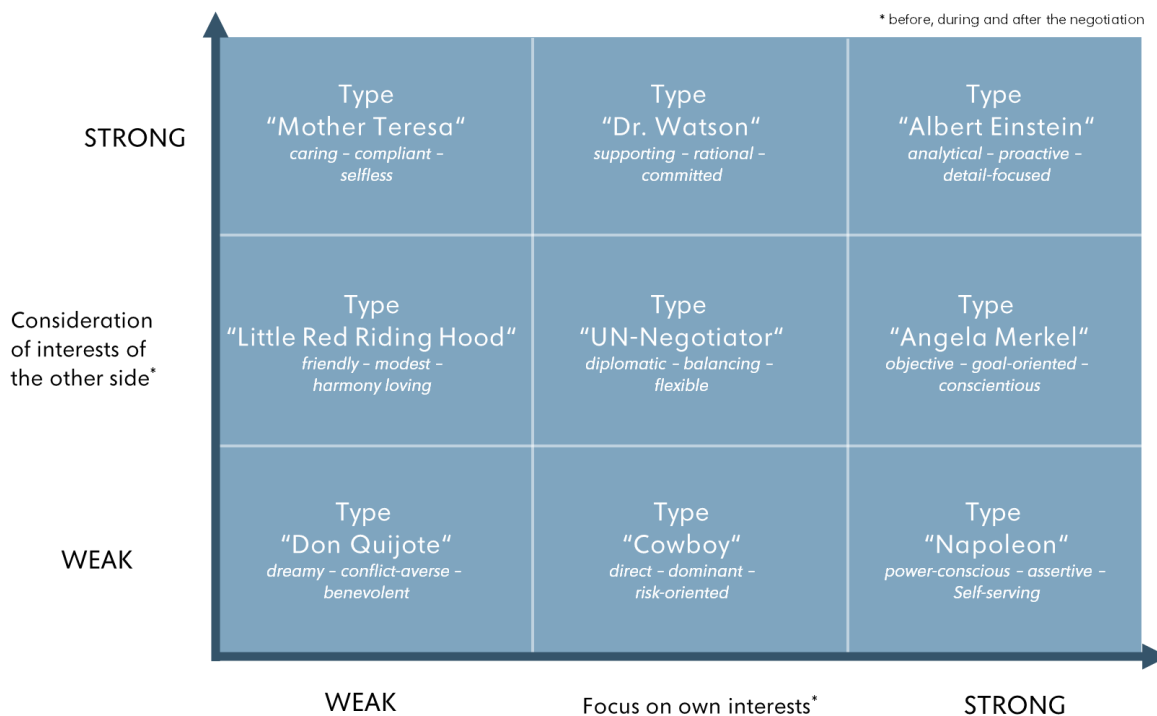
You are the “Cowboy” type.

You know what you want – and you have no problem making that clear. You assert your position emphatically, and your interests are your top priority. And if negotiations get heated, that doesn't deter you. On the contrary: a little friction is part of the business for you, and sometimes you even enjoy it when things at the negotiation table get rough.

But this is precisely where your challenge lies. Just as a cowboy shouldn't draw his gun at every noise, it's also worth not reacting too quickly or too strongly in negotiations. You'll achieve even better results if you take a more considered approach to your strategy. Think carefully about where and how you can effectively pursue your interests. Well-placed trade-offs that you can derive from your negotiation issues are particularly effective here. After all, not every position needs to be defended with full force.

Often, more can be achieved by making smart concessions on less important issues in order to obtain real concessions on crucial points. With the right mix of assertiveness and tactical control, you can play to your strengths and turn a wild ride into a strategically planned success.

Below you will find the classification of your negotiation type and all other negotiation types, including their descriptions.



Negotiation type "Mother Teresa"

In your negotiations, you show an exceptional amount of compassion and understanding for the wishes of the other side. You listen; you pay attention to their needs – sometimes even to the point of putting your own interests aside. In certain negotiation situations, for example when you are clearly in an adaptive position, this behaviour is entirely appropriate and helpful. But please don't forget: in a negotiation, you can and should give space to your own interests as well. It is not about taking something away from others but about taking yourself just as seriously. Getting a piece of the negotiation pie does not necessarily damage the relationship – on the contrary. Often, a clear, honest approach creates a stronger foundation for cooperation. So, feel free to stand up for yourself a little more courageously in future negotiations. You don't have to give up your attitude – but you can learn to extend your care to yourself as well.

Negotiation type "Little Red Riding Hood"

You are a well-liked negotiating partner – friendly, helpful and approachable. You are happy to do your counterpart favors, even if your own interests would suggest otherwise. In negotiations, you often tend to hold back and let the other person take the initiative.

This is not necessarily a bad thing, especially if you are in a position where you need to be flexible, like the adaptive position. But, like Little Red Riding Hood in the forest, you should remain vigilant: just because someone seems nice does not mean that they have your best interests at heart. Therefore, try not to always just 'let the other side go first'. Be clearer about what you want and stand up for your own interests more consistently in negotiations. This does not mean turning the basket upside down – just that you know what you want to keep in it. And by the way: you will often improve the outcome of the negotiation for the other side if you represent your position confidently. After all, those who offer a clear direction not only help themselves, but often also their counterparts.

Negotiation type “Don Quijote“

Just as the famous fictional character once fought windmills, you approach negotiations with a great deal of idealism – but little appetite for confrontation. You are not (yet) a true negotiator: you shy away from conflict, tend to avoid taking clear positions and, in doing so, put not only your own interests on the back burner, but also those of the other side. To achieve better negotiation results, you don't need armor or a noble steed, but first and foremost a desire to engage in debate. Try not to see negotiations as a threat, but as an opportunity to discover room for maneuvering. The next step would then be to stand up for your own interests more courageously in negotiations without immediately seeking confrontation. Have confidence in yourself! Because when you learn to approach negotiations with a clear head – and not just a big heart – your willingness to negotiate will grow all by itself.

Negotiation type “Dr. Watson“

You are a trusted negotiating partner; reliable, thoughtful and solution-oriented. People particularly appreciate that you don't just focus on your own interests, but are also willing to meet your counterpart partway. You don't make concessions lightly, but with a sense of fairness and relationship management. Of course, you cannot agree to everything, but one thing is certain: you would never try to force your way through a negotiation. This attitude makes you a valued partner who can be relied upon and a negotiator who is on equal footing with your counterpart. However, in order to remain effective in the long term, it is important that you define your own boundaries more clearly – for yourself, but also for the other side. Make it clear how far you are willing to make concessions and where your red line begins. Stick to this consistently in future negotiations and dare to signal these boundaries early on. Because even a clever observer like Dr Watson knows that sometimes you not only have to think for yourself, but also take a clear stand.

Negotiation type “UN-Negotiator”

You deal with conflicts in a thoughtful and diplomatic manner. It is clear to you that negotiations are a process of give and take, and you therefore focus on achieving balance and understanding. You do not view compromises as a step backwards, but rather as part of a constructive solution. In complex negotiation situations, you deliberately seek a middle ground – based on experience, but also out of pragmatism. This often appears to be the most efficient way to achieve a mutual outcome. One of your greatest strengths is your flexibility. You are able to adapt to different negotiating partners and situations and act differently depending on the balance of power. However, to ensure that this strength does not become a weakness, it is crucial that you assess your own negotiating position realistically in advance. If you want to act flexibly, you need to know where you stand. Efficiency alone is not enough. A compromise is not automatically the best solution – sometimes you lose more than you think, especially in a highly dominant position, for example. Even in a diplomatic role, it is important to make your voice heard. That is why it is worth taking a step back and considering whether there are smarter alternatives that are better for your interests; solutions where not everyone always gives up the same amount, but where the advantages are distributed sensibly.

Negotiation type “Angela Merkel”

Like the former German Chancellor, you are someone who clearly focuses on your own interests in negotiations. You regularly manage to assert your position – objectively, structured and with a high degree of determination. However, you also keep the interests of the other side in mind. Because you know that a viable deal can only be reached if both sides can achieve at least some of their goals. When in doubt, however, achieving your own goals is more important to you – and that is fundamentally okay. After all, steadfastness and clarity are among your strengths. However, be sure to consciously control the extent to which you focus on your goals. Especially in recurring negotiation situations, it can be problematic if the other side agrees to a deal but leaves the table feeling aggrieved. Deals like this often come back to haunt you in the next round of negotiations. By the way, the ‘Angela Merkel’ type refers exclusively to the negotiating style – not to political content or attitudes. It is about your objective, thoughtful and controlled way of negotiating, not about party affiliations or world views.

Negotiation type “Albert Einstein”

Yes, you heard right: you are a true mastermind at the negotiating table. Because you are not satisfied with half measures, but strive for the best possible agreement – for both sides. You know that if you only think of yourself, you often miss out on the best solution. That's why you consistently ask yourself the right questions: ‘What does this mean for the other side?’ and ‘How can we achieve a better result together?’ This way of thinking sets you

apart – and it works. In many cases, you manage to resolve even complex conflicts of interest in a smart, structured and forward-looking manner. But this analytical depth comes at a price. Your approach can be time-consuming, and your attention to detail can sometimes be a hurdle to efficiency. That's why it's worth pausing to ask yourself the following questions every now and then: Does this negotiation really warrant the full deployment of my methodological toolkit? Or would a more pragmatic solution suffice for less important issues? In short: Not every equation has to be solved down to the last decimal place. Sometimes it's enough to get the right result – even without a formula.

Negotiation type “Napoleon“

Like the famous general and French emperor, you know exactly what you want in negotiations – and how to get it. Your deals speak for themselves: you usually get your way and pursue your own interests with consistency and determination. However, you are often only marginally interested in how your negotiating partners feel. And this is precisely where your weak point lies: your highly self-focused negotiating style does not work in every situation. Especially in settings where relationship management is important or you find yourself in an adaptive position, this strategy has clear limitations. To avoid future ‘Russian winters’ in your negotiations, it is advisable to analyze the context more closely: Think in advance about the negotiation situation and power position you are in – and whether a targeted concession on individual points, in line with the importance of the items under negotiation, would lead to better results not only in the short term but also in the long term. After all, a strong commander not only knows his own way, but also the terrain.