



Create win-win situations and build long-term trust

**USING PERSONALITY AI TO
NEGOTIATE**

By Greg Skloot, President of **Crystal** 

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Intro ———

Negotiation is necessary

NEGOTIATION IS NECESSARY

I once had a meeting with a real estate agent who was laser-focused on getting me to sign a lease for office space downtown. He clearly didn't know much about me, since he focused on sharing details about local restaurants and other interested clients, which are not important to me when I'm considering something like office space. I'm more focused on getting the right deal and fully understanding the terms and details of the contract. When we began to discuss and negotiate pricing, he kept dancing around the specifics of the cost and was unable to back up his claims with substantial evidence when I pressed for information. We were communicating in entirely different styles. I began to trust him less and felt his priority likely had very little to do with what would actually benefit me.



Within minutes, he lost my business, not because of his product or experience, but he wasn't addressing my needs or concerns.

Negotiations are a natural and frequent part of life. Whether it's in the boardroom or at an airport ticket counter, these are the conversations where both you and the other person have something to gain and need to work together towards a mutually beneficial outcome. When conducted skillfully, negotiations can bring about positive change and deeper relationships, helped along by open communication and empathy. When we negotiate, we need to do it well in order to help us implement solutions, sell products, ask for a raise, share ideas, and more.

However, when negotiations are handled without the proper care, preparation, or tact, they can be ineffective and costly for all parties involved.



Approaching negotiations in the wrong way can hurt your relationships, chip away at others' trust, prolong unproductive conversations, and ultimately, lead you into bad deals and missed opportunities. Many people struggle to negotiate well, either because they have an overly aggressive approach (how can I get what I want, when I want it, how I want it), or an overly passive approach (how can I get out of this conversation with as little conflict as possible). Healthy, productive negotiations sit in between those two approaches, balancing firmness with flexibility. **A skillful negotiator understands the person they are speaking with on a deeper level;** understanding not only what they want out of the conversation, but how they want to conduct the conversation itself.

For example, some people value direct, bottom-line discussions, while others prefer slower conversation and team work. By making an effort to better understand people through personality insights, you'll be able to communicate in their preferred style.



When you learn more about how others prefer to communicate and what they tend to care about most, you're able to frame the discussion to better fit their communication style.

Negotiations become much easier when you can build trust, communicate effectively, and understand each other. Improving the conversation through empathy-driven communication will help you establish terms everyone can agree on. In order to communicate with empathy, you need to first understand personality.



Section 2 —————

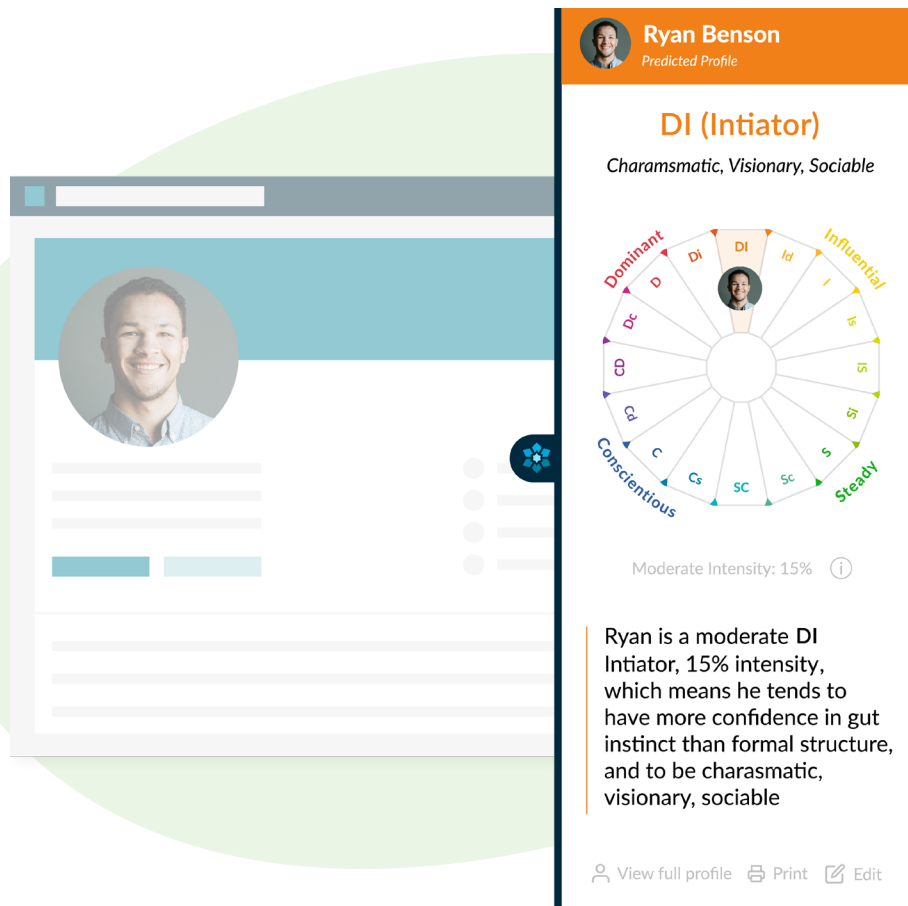
Understanding personality



UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is to know them really well, which takes lots of time and emotional intelligence, or to have them take a personality test. Both of these approaches require you have an established relationship with the person, which doesn't tend to work in the world of outreach communication, since we are often trying to connect with new people who we have never spoken with before.

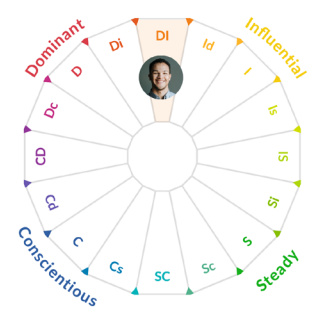
Thankfully, there is a new technology that unlocks another way to learn about someone's personality without an assessment - Personality AI. We wrote about this in detail in another ebook titled, very cleverly, *Personality AI* (which you can download free on Crystal's website). This new technology analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built our product, Crystal, to harness Personality AI and enable anyone to identify personalities online to improve their communication and build stronger relationships, all based on the core principle of empathy.



Ryan Benson
Predicted Profile

DI (Intiator)

Charasmatic, Visionary, Sociable



Moderate Intensity: 15%

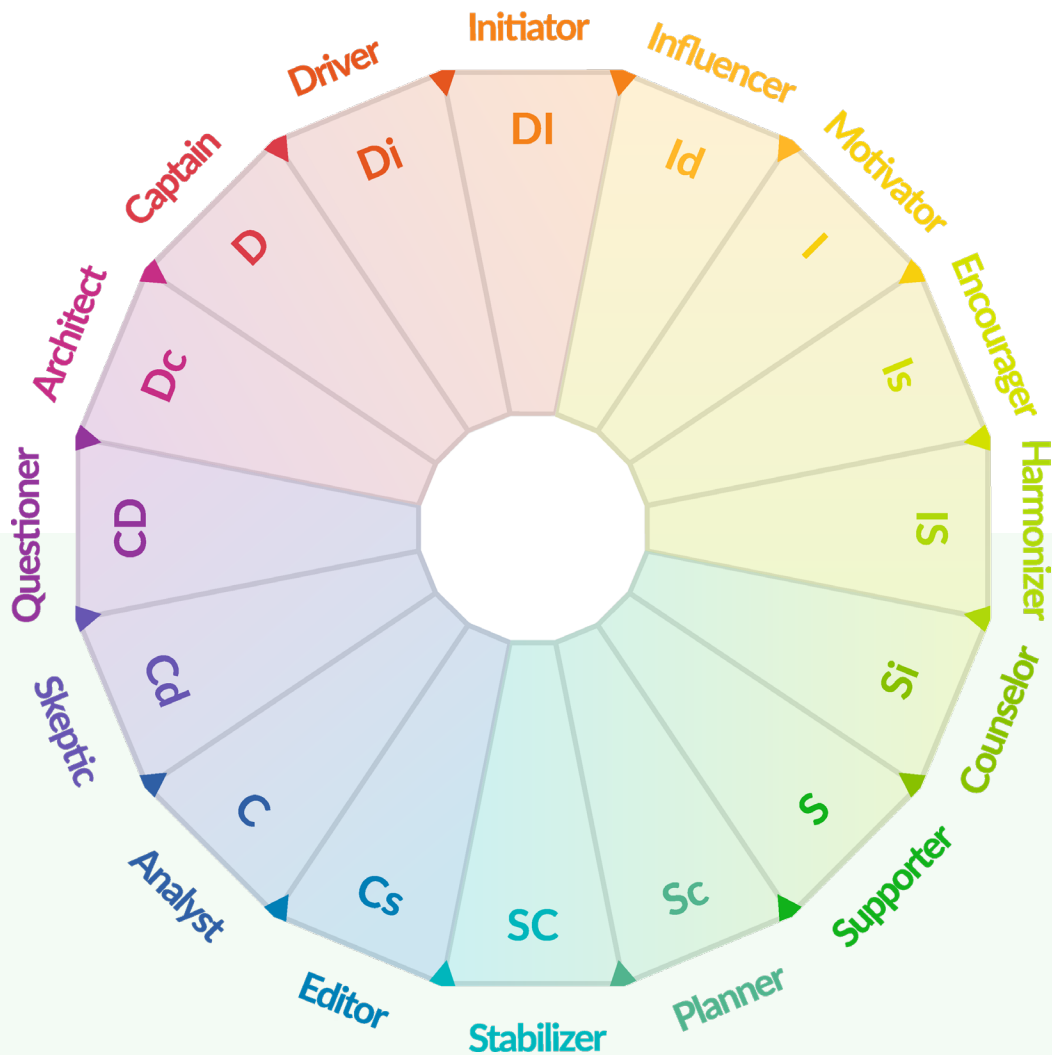
Ryan is a moderate DI Intiator, 15% intensity, which means he tends to have more confidence in gut instinct than formal structure, and to be charasmatic, visionary, sociable

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Without getting too technical, when Crystal determines someone's personality, it uses a framework called DISC to classify their personality into a few categories which we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another. To keep things simple, we separate these into easy-to-remember labels called Archetypes.

You can see them all on this graphic called the Personality Map:



Below is a breakdown of common personality traits within each of the categories in DISC.

D Personality Types: *Captains, Drivers, Initiators, Architects*



- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

I Personality Types: *Influencer, Motivator, Encourager, Harmonizer*



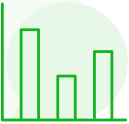
- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

S Personality Types: *Counselor, Supporter, Planner, Stabilizer*



- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way

C Personality Types: *Editor, Analyst, Skeptic, Questioner*



- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

These differences are extremely important for your approach in every conversation. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable in a logical discussion about facts and data. They'd usually prefer to engage in more personal, get-to-know-you conversation. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information, and would, therefore, prefer a logic-driven discussion.

By understanding someone's personality type, you can learn how to best communicate with them.



Why change your negotiation style based on personality?

Personality affects how we prefer to negotiate in the same way it might impact what we like to do in our free time, who we tend to be drawn to and what we want to do for work. Our communication preferences are ingrained in our personality; while some people are direct, confident, and fast paced when negotiating, others are more sensitive, wanting to build trust and desiring a longer, more thorough discussion.

Understanding someone's personality can help prevent misunderstandings or stress in negotiations. It's important to understand and adapt to the other person in a way that will help you both avoid drawn out frustration or confusion.

By learning to recognize personality differences and adjusting your style accordingly, you can help negotiations run smoothly and achieve results that make everyone happy.





Section 3 —————

Negotiate with any personality

NEGOTIATING WITH D-TYPES

Self-assured, straightforward D-types tend to prefer when negotiation is clear and right to the bottom line. Focus on presenting your request outright and being prepared to address any objections. Whether you're negotiating with your boss, a prospect, or someone else, D-types may share concerns about things like control, flexibility, and cost. Be prepared to confidently offer solutions to their objections: allow them to have some control over the offer, be direct about the flexibility of your position and overall cost information.

If you're negotiating with D-types, try using phrases like this...

- I understand your goal, but I can only accept...
- We can both likely do a little better...
- These are the most important things for me...
- We seem to be aligned toward...



D Personality Types *Captains, Drivers, Initiators, Architects*

Do

- Walk away from the conversation if they are being too firm
- Challenge both parties to come up with a better solution
- Articulate your personal and mutual goals clearly
- Project assertiveness and confidence

Don't

- Give in to their demands too easily
- Allow them to take control over the conversation
- Question their authority to make a decision
- Move quickly to appease them



NEGOTIATING WITH I-TYPES

Creative, idealistic I-types tend to prefer compelling, energetic negotiations. Work to engage them in the conversation—get them excited about your request. I-types are much more likely to engage with an idea or product that sparks their internal optimism. Objections they may raise are likely to be centered on social impact or what they might think is missing from your idea. You can help negotiate these problems by remaining optimistic, sharing compelling stories about other clients, and relating what you're offering to a growing social trend.

If you're negotiating with I-types, try using phrases like this...

- I'm ready to move on this now...
- Someone was in a similar position and did this...
- I think we can reach an agreement quickly...
- How would you feel about...



I Personality Types *Influencer, Motivator, Encourager, Harmonizer*

Do

- Maintain positive energy and momentum
- Tell compelling stories
- Project optimism and excitement about the future
- Build rapport before getting into business

Don't

- Limit creative possibilities
- Allow them to shift the topic before you have achieved your goal
- Rely too much on past experience or credentials
- Assume their stories and claims are relevant to this situation



NEGOTIATING WITH S-TYPES

Thoughtful, security-oriented S-types will likely want to take their time to think through their decision. Ease them into the negotiation and avoid creating unnecessary tension or stress. They might raise concerns if you don't offer enough positive, proven data. Try to relieve their worries by allowing them to fully share their concerns, offering specific evidence of your capabilities, and giving them time to consider their options.

If you're negotiating with S-types, try using phrases like this...

- What would you do if you were in my shoes?
- What are your main concerns?
- Should we loop in other people?
- Let's take a break and reconnect later...



S Personality Types *Counselor, Supporter, Planner, Stabilizer*

Do

- Allow them to fully share their perspective
- Ask about their past experience and concerns
- Bring other people into the discussion when helpful
- Give them time to think things through

Don't

- Pry for too much information
- Push for a quick decision
- Be too pushy or intense
- Rush into your bottom line

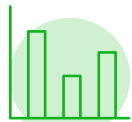


NEGOTIATING WITH C-TYPES

Detail-focused, skeptical C-types tend to want as much information as possible when it comes to negotiation; be prepared to clue them in on every detail of your request, idea, or product. They may raise concerns about the security, the ease of implementation, or the overall cost breakdown. You should be prepared to thoroughly address any problems they present; bring in outside data to support your claims.

If you're resolving conflict with C-types, try using phrases like this...

- My expectations are...
- Here's what the market looks like for this right now...
- Let's clear up any ambiguity...
- Let's dig into the details of what you want to accomplish...



C Personality Types *Editor, Analyst, Skeptic, Questioner*

Do

- Set expectations for the negotiation process
- Bring outside data to support your claims
- Prepare for heavy skepticism
- Dig into the details of what you both want to accomplish

Don't

- Insist on your method of doing things
- Use claims you cannot back up with data
- Use stories as your main persuasion tactic
- Say anything sarcastic



Adapting your negotiation style

Negotiations might be intimidating, but they're important to get right. When you plan the conversation to address the other person's concerns, you can avoid needless stress and help them see the benefits of your idea or product. **By making an effort to adapt your negotiation style to fit the other person's personality preferences**, you're more likely to get the outcome you want and help everyone leave the discussion feeling comfortable and happy with a solution they can agree on.



Before Crystal, *I was flying blind*

Give your sales team personality insights and advice for their clients, so they can navigate every meeting with confidence.



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LIKES STABILITY AND SECURITY



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