Communication and Personality in Negotiation

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Purchase of a house

I engaged in a negotiation in which I bought a house.

**Analysis of role**

**Communication**

 During the negotiation, communication plays a central role, taking into account that the seller was very polite and ready to compromise that directed our communication in a positive way. I observed that the seller was highly patient and he understood my range of buying the house and the type of house that I want and then he presented me with several options. As I was very choosy, he doesn’t seem to be irritated and he does not interrupt me and heard me and my requirement. Taking into account the role of content-oriented communication, he shared relative information that was highly valuable. He presented me with the choices that were completely in my range so I was very happy with him. As I need to move fast, he was very welcoming in a way that the house I was choosing required bit renovation and he said that he would get it done by a few hours. In a simplified form, he ended all his dialogues at a positive note that let me get more into the purchase.

**Personality**

Personality is the representation of an individual without words, taking into account it plays a critical role in negotiation (Reif, et, al., 2019). The seller was having a sales personality that was one of the reason that he was famous for his deals. He was having a highly assertive and highly flexible personality because he was highly comfortable in his speech, choice of words and most important his expression and attitude. I found him a people person because he took a very comfortable start and by the end, he was not imposing anything. All terms and condition were explained with flexibility and were shared as a necessity as well as in a way that I found them highly positive and valid.

**Analysis of features impacting the negotiation**

There are a number of features that can impact negotiation such as

**Benefits**

Negotiations are always guided by benefits. In purchasing a house, the seller told me some major benefits in terms of neighbors, place as well as the future of that area within a few years that attracted my attention (Reif, et, al., 2019). Benefits have the potential to make unwilling individual willing one. As I was already interested in purchasing the benefits made me stay stick to my decisions.

**Costs**

Costs can both direct and diverge the negotiation. It is obvious that some people consider high cost as a positive point while others find it as a negative point (Martin-Raugh, et, al., 2019). In my scenario, the costs were left on my side to decide adhering to the compensation that the dealer told. as the house was a bit higher than my economic range, I found that the if costs would be higher than I would not be purchasing.

**Risks**

Risks also play a major role in facilitating and directing negotiation. It is a general assumption that no one is ready to face risks unless there are some serious circumstances (Martin-Raugh, et, al., 2019). If the seller would have communicated more risk or even a single risk I should not have purchased the house.

 In my negotiation, above mentioned features played a significant role because it was the communication skills, positive personality and the attitude of the sales of the dealer that made me make my decision.

If there would be a change of attitude and the dealer would not be understanding my points in terms of requirements and the price range, my decision would have been different (Martin-Raugh, et, al., 2019). Moreover, if any of these features would be negative or dominant for me decisions, would be changed because there is a different type of perceptions in terms of buying and selling. I believe deals should be made with those whom you are comfortable in terms of communication, personality and the approach towards understanding.

Although the price is one of the major reason in making deals but in my case, the price was not the most weighted reason because deals are made on universal levels in which all the factors are equally important (Martin-Raugh, et, al., 2019). If the deader is good enough to fulfill your requirements, or the place would be worth paying, I would have paid the required cost, taking into account that I wouldn’t if it would be too much.

Although I was not having any direct relationship with the dealer by the end of negotiation I was feeling like we are friends. Although it is true that most of the deals are directed by personal relationship but it was not the case in my negotiation because I saw dealer for the first time. There are several other factors that may have an impact on negotiation, they can be both abstract and apparent. These factors could be, socioeconomic status, past experiences, cognitive biases, and personal relevance (Geiger, et, al., 2018). Moreover, the one with whom one is dealing is also significant taking into account the role of personality, attitude, communication skills, and socioeconomic status. Such as, if the dealer would be too arrogant then there are rare possibilities of negotiation. In the same way, if the dealer would not be agreeable on any of my proposition than the result of negotiation would have been different (Geiger, et, al., 2018). Moreover, usually, the dealer is more towards impositions and restrictions then the negotiations’ result would be different because there are very few people who can compromise on irrelevant and exaggerated restriction. However, there are many cases in which dealers seem less interest such as irrelevant discussions, absurd reaction or stubborn, all these factors can caste a direct impact on negotiations.

References

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