

Table 1
Strategic clusters and coded negotiation behaviors.

Strategic orientation	Strategic function	Strategy	Behavior included in strategy cluster	Example
Integrative	Information expression and exploration	Integrative information	Acknowledgement without agreement	I hear you.
			Agreement with offer	Yeah, I like Design E too.
Distributive	Information expression and exploration	Value creating	Agreement with statement	I was thinking the same thing.
			Process suggestion to address one issue at a time	So, let's start with temperature.
			Shows insight (summarizes others' interests)	So, you will probably have refrigerated cases anyway for these particular items.
			Notes task similarities	I'll probably have more space than you, but in the end we're going to be using about the same amount of space.
			Notes similarities in preferences and priorities	Well, for the design of the market B and D are probably pushing it on both of our sides.
			Notes mutual interests	So, it will benefit both of us not matter who spends the money on advertising.
			Suggest moving on without resolution	Let's just keep moving forward and then we'll like work it out and see how everything works
			Ask questions about offer	Then 45 for me and 55 for you on advertising?
			Provide information about issue priorities	This isn't the most important issue to me.
			Make multi-issue offer	How about I take 25% of the advertising costs, we consider Design D, and we drop the temperature two degrees?
Distributive	Information expression and exploration	Distributive information	Suggest package trade-off	If I pay more rent, will you pay more for advertising because you need advertising more?
			Suggest compromise	Could we compromise on Design C?
			Ask for priorities	Is that what's most important to you?
			Suggest reciprocity – concession now in exchange for future concession	So, you know I clearly benefited from the last one the most, so I'm willing to take the hardest hit now
			States issue preferences	I feel like if we were to do Design b that would be good
			Asks for preferences	Which do you guys prefer for design?
			Provide information about bottom line	I cannot go any higher than that
			Ask for bottom line	So 68 is the absolute highest then that can work for you?
			Makes statements about facts or task clarification	I think we're both opening the market.
			Note differences in preferences and priorities	Having the flower store be right in the middle of everything is probably beneficial more so to you than me.
Action	Value claiming	Value claiming	Note task differences	Your target market is a bit different than mine.
			Substantiation of position	Because my flowers will die if they do not have a window.
			Make single-issue offer	Can we go with C then?
			Disagree with statement	No, I don't think so.
			Ask about others' substantiation	I don't know much about flowers, so what's the benefit of keeping the temperature lower?
			Disagree with offer made	That doesn't work.
			Refer to power	I'm the high volume retailer in the market, so I should determine the policy.
Make threats	In that case, I won't move in with you.			

Note. We deleted seven codes because they were procedural or miscellaneous, did not fit into one of the four main clusters, or because they had zero frequency in either the dyadic or the multiparty sample.