

See how SMARTnership Negotiation stacks up against the other top five negotiation methods.

FROM TACTICS TO DEAL ARCHITECTURE.

What 4,000 AI-based simulations show about trust, transparency, and value creation.

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TheSMARTnershipNegotiation Organization · 2026

5 frameworks · 4,000 simulations

Comparative analysis · controlled conditions

CORE FINDING

SMARTnership produced the strongest overall performance of the five negotiation frameworks tested – ranking #1 in joint value, trust, and relationship quality across more than 4,000 controlled AI simulations.

91.1%

SMARTnership

8.82

Highest trust score

1-10 index

0.79

Trust-value correlation

$r, p < 0.001$

01 | Background & Study Design

WHY THIS STUDY MATTERS.

Negotiation is usually judged too narrowly. Most organizations still measure it by final price, visible concessions, or whether one side feels it won. This study asks a more commercial question: **which approach creates the greatest total value while preserving trust, fairness, and the ability to work together again?**

01

The old measurement problem

Traditional research compares different negotiators in different contexts. That makes it difficult to separate the framework from personality, situation, power balance, and timing.

02

The AI-simulation advantage

AI agents can run thousands of negotiations under the same commercial conditions. The framework logic changes; the commercial context stays constant.

03

Why this is more objective

Each framework was tested against the same buyer-supplier scenario, variables, constraints, and outcome measures. Noise drops; the comparison becomes controlled.

Brief background

The study compared five global negotiation approaches: **SMARTnership, Harvard / Principled Negotiation, Conti, Gap Partnership, and Voss / Black Swan.** Instead of relying on workshop evaluations or individual style, it used AI-based simulations to test each framework repeatedly in a controlled commercial negotiation. The purpose was not which method sounds best — it was which method produced the strongest economic and relational results when conditions were held constant.

Study design at a glance

5

Frameworks

SMARTnership, Harvard, Conti, Gap, Voss

4,000

Simulations

Controlled buyer-supplier negotiations

4

Deal variables

Price, delivery, service, payment terms

4

Outcome measures

Joint value, trust, relationship, fairness

THE QUESTION TESTED





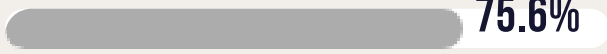
Which negotiation philosophy produces the most balanced and sustainable result when the context is held constant?

02 | The Scoreboard

TRANSPARENCY-BASED NEGOTIATION CREATED MORE VALUE.

Models that encourage openness, reciprocity, and co-value creation outperformed models focused mainly on control or process discipline. The pattern is consistent across every outcome measure.

● Joint value (% of theoretical max)
 ● Trust (×10 = %)
 ● Relationship (×10 = %)

FRAMEWORK	JOINT VALUE	TRUST	RELATIONSHIP	FAIRNESS GAP
SMARTnership Co-value creation	 91.1%	8.82	8.71	0.04
Harvard Principled negotiation	 84.2%	8.31	8.02	0.03
Conti Structured method	 85.7%	8.03	7.89	0.05
Gap Partnership Commercial discipline	 85.0%	7.81	7.47	0.05
Voss / Black Swan Tactical empathy	 75.6%	6.67	6.48	0.18

EXECUTIVE INTERPRETATION

The strongest outcome was **not** achieved by more pressure. It was achieved by **better deal architecture.**

±20.5%

ONE AREA WHERE SMARTNERSHIP DID *not* FINISH FIRST

Fairness imbalance. Harvard / Principled Negotiation produced a marginally lower imbalance score — **0.03** against SMARTnership's **0.04**, where a lower number means a more even split. SMARTnership still delivered higher joint value, higher trust, and stronger relationship quality than Harvard. A slim fairness lead did not translate into more value at the table.

HARVARD	SMARTNERSHIP
0.03	0.04

03 | Head to Head

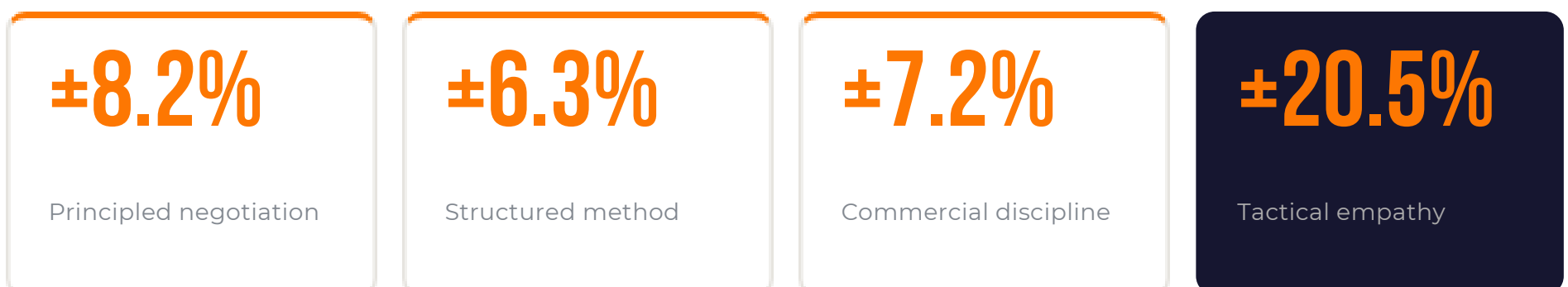
±20.5% MORE VALUE THAN THE TACTICAL ALTERNATIVE.

The largest performance gap appeared between SMARTnership and Voss / Black Swan. Tactical empathy and psychological leverage may have a role in crisis or one-off situations — but in a controlled commercial negotiation they delivered significantly weaker results across every measure.

METRIC	SMARTNERSHIP	VOSS / BLACK SWAN	SMARTNERSHIP ADVANTAGE
Joint value <small>% of theoretical max</small>	91.1%	75.6%	±20.5% BETTER
Trust <small>1-10 index</small>	8.82	6.67	±32.2% BETTER
Relationship quality <small>1-10 index</small>	8.71	6.48	±34.4% BETTER
Fairness imbalance <small>lower is better</small>	0.04	0.18	- 77.8% LESS IMBALANCE

Advantage against the structured methods

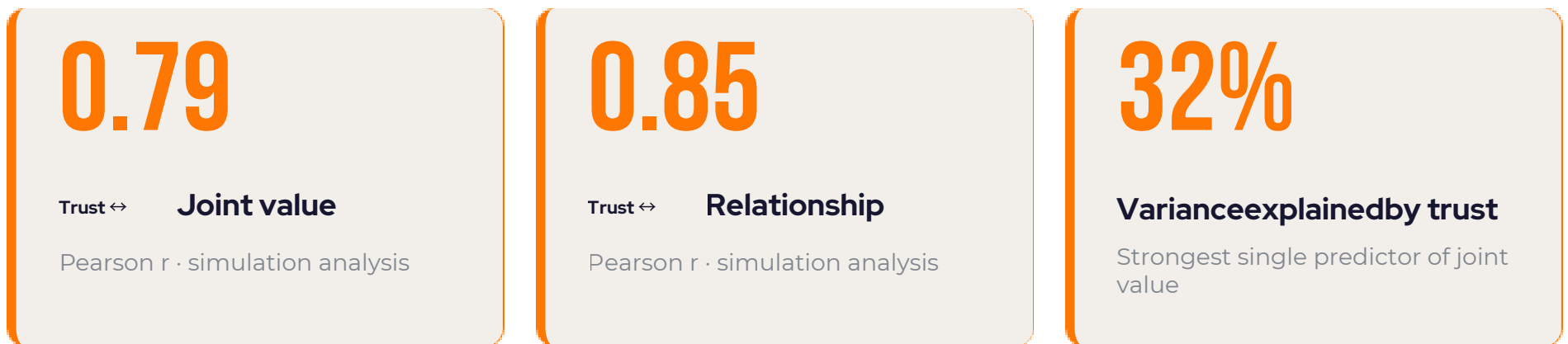
The advantage is **not** simply that collaboration beats tactics. SMARTnership also outperformed the more structured and principled frameworks — combining collaboration, structure, transparency, and economic value creation in one architecture.



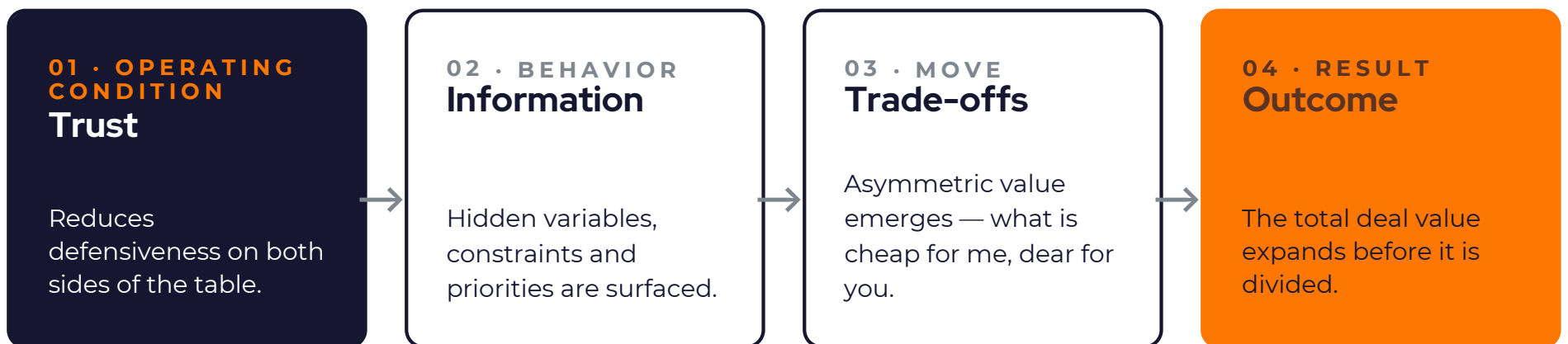
04 | The Value Mechanism

TRUST IS NOT SOFT. IT PREDICTS VALUE.

The study found strong associations between trust and joint value, and between trust and relationship quality. In plain language: when trust goes up, negotiators share more useful information —and better trade-offs become possible.



How trust creates economic value



A simple business example

A supplier may be able to improve **delivery** at very low internal cost, while the buyer can improve **payment terms** at limited cost. Those trades stay invisible in a defensive price fight. They surface in a trust-based negotiation — and the deal grows.

05 | What leaders should do next

MOVE NEGOTIATION FROM TACTICS TO ARCHITECTURE.

Five practical shifts for any organization that signs deals worth defending.

1

Measure more than price

Track joint value, trust, fairness, relationship quality, implementation risk, and future-option value.

2

Negotiate how to negotiate

Agree on the process, information flow, decision rules, and value-creation agenda **before** trading concessions.

3

Use AI before the live deal

Simulate scenarios, stress-test positions, and identify likely trust / value risks before entering the room.

4

Create value before dividing it

Do not rush into claims. First map variables, interests, constraints, and asymmetric trades — then split the larger pie.

5

Treat trust as infrastructure

Trust is not a slogan. It is the operating condition that allows better information, better trades, and better execution.

BOTTOM LINE

**NEGOTIATION IS NOT THEATER.
IT IS DEAL ARCHITECTURE TO CREATE AND
DISTRIBUTE VALUE.**

READ THE FULL RESEARCH

THE NUMBERS TELL ONE STORY. THE PAPER TELLS THE WHOLE ONE.

This is a five-page distillation. The full peer-style write-up walks through the simulation design, every framework's commercial behaviour, the statistical method, and the implications for procurement, sales and partnership negotiation.

FREE DOWNLOAD

Download the complete research →

PDF · Comparative Analysis of Five Global Negotiation Frameworks Using AI-Based Simulation

By **Dr. Keld Jensen, DBA** — The SMARTnership Negotiation Organization.
Metrics based on the paper's reported simulation results.