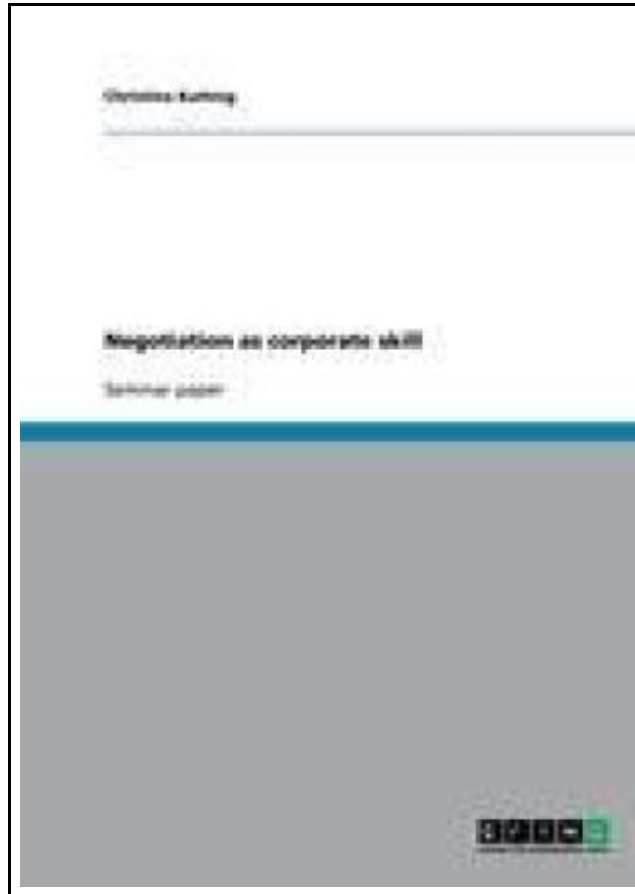


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GRIN Verlag Mai 2009, 2009. Taschenbuch. Book Condition: Neu. 211x149x7 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 1999 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of West Florida, Pensacola, course: Professional Selling, language: English, abstract: Today, in the age of networking, strategic alliances and joint-ventures, the ability of companies and other institutions to negotiate successful deals is becoming evermore important. Every company today exists in a complex network of relationships formed through negotiation. Whether negotiating with suppliers, customers or strategic business partners, taken together, the thousands of negotiations a typical company engages in have an enormous effect on both its strategy and its bottom line. But few companies think systematically about their negotiating activities as a whole. Moreover, negotiation is still largely considered to be an individual rather than corporate skill. The concept of negotiation as a skill manifests itself in training programs directed at sales personnel rather than in a company's corporate philosophies. Few companies seem to have tried to turn their negotiation skills into a core competency with the objective of building more rewarding customers relationships. The aim is thus to shift from a situational to an institutional view of negotiation. This requires changes in practice, focus and communication of negotiations. The key is to develop a 'negotiation infrastructure' and incorporate it into an organization's strategy and philosophy. Using the BATNA approach gives salespeople a new source of power in their negotiations. Broadening the measures to judge salespeople's performance allows them greater freedom to build agreements. However, there is a potential threat to this new approach is that it might turn into another set of rules that are followed without the necessary changes in perspective and behavior....

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