

NEGOTIATIONS VS BARGAINING

While the terms “bargaining” and “negotiating” seem synonymous, there’s a distinct difference between the two.

Bargaining is about focusing on *who* is right. It is competitive and win-lose.

Negotiation is about focusing on *what* is right. It is cooperative and win-win.

To truly engage in a negotiation, you must have trust and openness between the parties. Otherwise, it is impossible to find the common win-win.

Good negotiation actually either gets you to the point where you can bargain or better yet get you to the point where you don’t need to bargain at all.

Negotiation is a broader communication between two people that involves what influences the other side and what drives them. It’s asking open ended questions about what their motivations and goals are, the entire communication process around bargaining.

Bargaining is a small subset of negotiation.

Negotiation is a much broader term.

The objective of negotiation is to find win – win formula for both side. A negotiation is really any communication between two parties where you need or want the other party to do something.