



Article Title

Recognizing Distributive or Integrative Negotiation Opportunities in Marketing Channels: The Conceptualization of Adaptive Negotiations

Citation

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Abstract

One of the fundamental approaches to the study of negotiations between marketing members is an examination of the distinctions between the distributive and integrative orientation. Application of this paradigm would be facilitated if channel members were better able to size up a future negotiation to determine which orientation would be appropriate under the current situational factors faced. This article presents the concept of adaptive negotiation as a method to help negotiators select their style given the circumstances faced with channel partners and compares this concept to adaptive selling to provide both academicians and practitioners a more well-established point of reference.

Conclusion

The development of the concept of adaptive negotiations is important for yet another reason. For too long, the academic disciplines of sales and negotiations have been separated within universities; typically, courses in sales have been offered within the marketing department, and courses in negotiations have been offered within a variety of other disciplines including management, labor relations, communications, and law. The desire is that this article and its introduction of the concept of adaptive negotiations along with the analogies drawn to adaptive selling will begin the process of more cross-pollination and synergy within these disciplines, resulting in a better understanding of negotiations within all of its contexts in a way that strengthens the ability of the sales manager to also perform the unspoken role of channel manager (Mehta et al., 2002) through the judicious use of proper negotiation planning.