What is Negotiation?

Negotiation is considered one of the basic processes of *decision-making*

Negotiation is a method by which people settle differences.

It is a process by which compromise or agreement is reached while avoiding argument.

A method of handling conflict, “a puzzle to be solved,” or a “bargaining game involving an exchange of concessions.

In any disagreement, individuals understandably aim to achieve the best possible outcome for their position (or perhaps an organization they represent).

However, the principles of fairness, seeking mutual benefit and maintaining a relationship are the keys to a successful outcome.

**Negotiation is**

• A process of communication,

• Aimed at achieving specific goals,

• Where parties in conflict undertake to work together to shape an outcome,

• That meets their interests better than their best alternatives.

In other words

**Negotiation** is a discussion among two or more people with the goal of reaching an agreement.  
Broadly speaking, negotiation is an interaction of influences.

Such interactions, for example, include the process of resolving disputes, agreeing upon courses of action, bargaining for individual or collective advantage, or crafting outcomes to satisfy various interests.

Negotiation is thus a form of alternative dispute resolution.