

Negotiation is a skill that is completely different from the skill of dialogue, because it assumes the existence of a contradiction that one party seeks to resolve in its favor in the face of the other. Through distributive negotiation, even though they cannot distribute the resource in equal share. Distributive bargaining is also known as zero-sum negotiation because the assets or resources that must be distributed are fixed. Importance of distributive bargaining In the business world, alliances and dissociations happen frequently. Negotiation is often present in our daily lives on matters of varying importance, but this skill becomes one of the essential keys to success in professional life and in business. Definition Distributive bargaining is a competitive bargaining strategy in which one party only gains if the other party loses something. It is used as a negotiation strategy to allocate fixed resources like money, resources, assets, etc. In both scenarios, each partner intends to get the maximum benefit from the deal between the two parties.