What are the functions of business negotiations?

* Interests
* Legitimacy
* Relationships
* Alternatives and BATNA
* Options
* Commitments
* Communication

What functions are dominant in your case and why?

The main function of business negotiations for Supercar company is Relationships because if you are in a good relationship, it means, that it would be nice for future, because sometimes better relationship may help in feature business development

The main function of business negotiations for Super marketing company is communication because in marketing communication is so important, and it may help with ads promotion

Explain your companies’ Beliefs, Attitudes, and Responses to Conflict (use only one word for each).

|  |  |  |
| --- | --- | --- |
|  | Supercar company | Super marketing company |
| Beliefs | Changable | Perfect |
| Attitudes | Moderator | Positive |
| Responses | Avoid | Resolve |