

NEGOTIATION SKILLS: KEYS TO BUSINESS EXCELLENCE IN THE 21ST CENTURY?

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ABSTRACT

Amidst the growing turbulence in the current business world, increasing premium is being placed on the ability of organizations to articulate their strategies and positions much more effectively. Even with the latest milestones in Information and Communication Technology, business interactions tend to be cold, formal and uneventful. This further compounds the crisis in the business arena. This paper demonstrates the significance of negotiation skills as a panacea for this state of affairs. In their most refined state, negotiation skills have the power to break down barriers, relieve tension and create an atmosphere conducive for business.

Keywords: Negotiation process, business atmosphere, communication.