

Selling x Negotiating

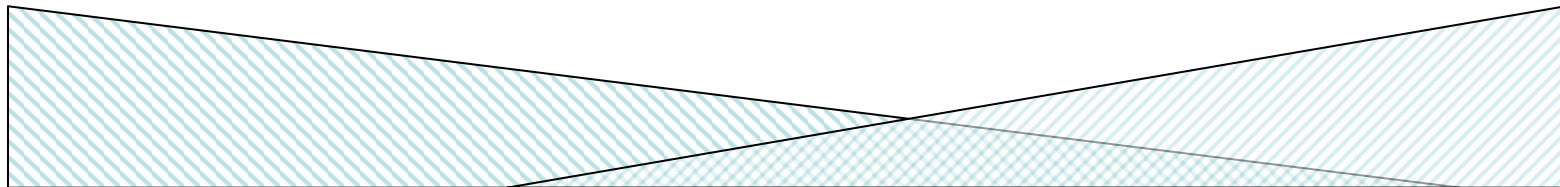
Selling = Influencing

Persuasion:

- rather unilateral communication process
- aims at gaining acceptance for decisions already taken

Negotiation:

- rather bilateral communication process
- joint decision making process



Business-to-Consumers

Business-to-Business