

Chapter 5 Outline

Buyer-Distributor Relationships
Reasons an Operator Buys from a
Distributor
Alliances
Communication
Commonalities in the Distributor and
the Buyer
Trust and Honesty
Performance
Mutually Beneficial Relationships
Long-Term Net Financial Outcome
Distributor Relationship Management
Emotional Intelligence Skills
Balanced Scorecard

Ethics
Fairness
Objectivity
Integrity
Benefits
Examples
Code of Ethics
Policies and Standards

Essentials of the Negotiation Process
Dynamics of the Process
Steps in the Process
Preparation before Negotiations
Empowerment to Make a Commitment
Negotiation Essentials
Lessons in Negotiation

Competencies

1. Explain the intricacies of buyer-distributor relationships. (pp. 175–197)
2. Detail the ethical requirements and issues in buyer-distributor relationships. (pp. 197–201)
3. Describe the essential elements of the negotiation process between buyers and distributors. (pp. 201–214)