

## Subject : Negotiation

# Intercultural Negotiation

### Program overview

- 2 hours e-learning
- 2 day classroom

Negotiations are complex interactions including verbal and non-verbal elements.

In intercultural negotiations cultural differences should be taken into consideration. Cultural background can be a source of possible misunderstanding and failure. Negotiations can also fail because the negotiating partners, depending on their cultural background, try to reach their goals by different means and consequently misunderstand each other.

In other countries, negotiation structures often differ. Differences can also occur based on a particular understanding of terms, different expectations on the way of getting in touch, the relevance of the "negotiation environment", or the relevance of hierarchy and status. An awareness of these different negotiation structures has to be created in order to design the best negotiation strategy possible.

### Target Audience

#### **This program is intended for employees:**

- with a bachelor or master degree (or on equivalent level via work experience) with at least 3 years of purchasing experience;
- who are involved in negotiations with international / foreign suppliers.

### Objectives

#### **Through this program participants will be able to:**

- understand that culture makes a difference;
- understand the impact cultural differences can have on the negotiation process;
- prepare a negotiation on cultural aspects;
- create a negotiation plan accordingly;
- become more skilled / confident in negotiations.

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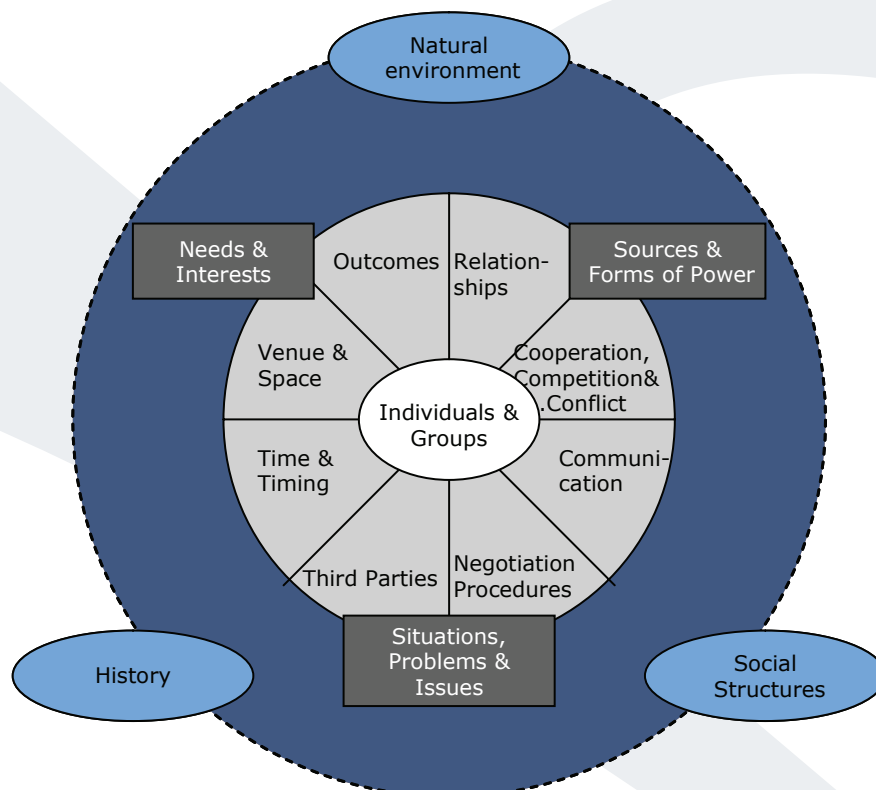
## Intercultural Negotiation

Content: E-learning, 2 hours

1. Negotiation Process
2. Pre-reading article

Content: Classroom, 2 days

- Cultural sensitivity: values and beliefs
- Introduction to cultural model
- Cultural dimensions in detail
- Cultural dimensions & negotiations (see figure)
- Intercultural travelers roadmap (for purchasing)
- Developing flexible responses
- Some country negotiators
- Active listening / empathic listening between cultures



The wheel of culture