

(Informative, Innovative, Immediate Application)

International Negotiation Workshops – Put into practice the latest know-how necessary to manage intercultural relationships effectively and increase international business revenues.

Apply proven techniques to effectively manage business relationships with representatives from either one of the following cultures: Arab, Asian, Anglo-Saxon, or Spanish.

Duration: 4 hours ***Languages:*** English and/or Spanish ***Cultural focus:*** Arab, Asian, Anglo-Saxon or Spanish cultures

Price: Special offer - 495 Euros/workshop (10% discount for booking 3 workshops within a one year period)

Number of participants: Min. 4 – Max. 20 persons ***Payment Method:*** 50% at booking, 50% upon completion

To book a workshop email: info@auraconsulting.eu ***or call:*** 630.536.741

Includes practical cases and in-class exercises.

WORKSHOPS

1. Cultural intelligence and proven techniques for strengthening international business relationships

Understanding hidden cultural traits can prove to be pivotal in improving mutual understanding, building productive agreements, resolving conflicts, and enhancing the profitability of long term business relationships

Workshop objectives: Apply cultural specific techniques for building productive cross-cultural business relationships

Synopsis: Ethnocentrism and cultural ignorance, hidden cultural traits in international business: individualism vs. collectivism, power distance, uncertainty avoidance, time perceptions, indirect vs. direct communications, value of honesty and honor, personal space and negotiations attitude, influencing techniques, building trust, separating the people from the problem, managing: perceptions, emotions and communications, becoming aware of cognitive biases, strategies for building better business relationships.

2. Building effective agreements – interest based negotiations

Interest based negotiations allow the fulfillment of both sides underlying interests while at the same time uncovering hidden value in the agreement. It also promotes the improvement of business relationships, building durable agreements, and helps strengthen one's reputation. Unfortunately the large majority of international negotiations are competitive and position based, where each of the sides stands their ground and tries to get the best portion of the available pie, ignoring opportunities for expanding the pie, and improving the business relationships, resulting in deficient agreements, resentment and damaged relationships.

Workshop objectives: Implement interest based negotiations techniques in an international context, even when dealing with counterparts that use position based competitive techniques. Negotiate Win/Win durable agreements that are economically sound, efficient, and enhance the business relationship.

Synopsis: Characteristics of position based negotiations, soft and hard positions, positions and illogical disagreements, how positions harm business relationships, power approaches in negotiations, when are power techniques beneficial, sources of power, identifying and reconciling interests, communicating interests, improving your BATNA, identifying objective criteria, effective offers and counter offers, inventing and creating value: identifying shared and compatible interests.

3. Methodology for building cultural specific agreements

Differing cultures have differing habits and preferences of building negotiated agreements. For example, in some cultures it is normal to treat issues independently while in others all issues are treated at once. When we become aware of our counterparts agreement building preferences, it allows us to plan our agreement building strategy to maximize gains and build momentum in the negotiation. The result of going against the grain in agreement building is frustrated negotiations, disagreements and an increased probability for conflict.

Workshop objectives: Understand and implement the differing agreement building methodologies used around the world, and apply techniques for guiding the negotiations towards interests independent of the technique used. Understand the pitfalls and benefits of using each technique.

Synopsis: Understand preparation and relationship building techniques, information exchange practices, persuasion techniques, and agreement building methodologies used by differing cultures around the world.

4. *Difficult negotiations*

It is normal to encounter difficult situations during a negotiation between negotiators from differing cultures. These difficult situations may arise due to: lack of trust, misunderstandings, differing approaches to building agreements, or to opposing positions. Conflicts will occur when one of the sides chooses to use manipulative techniques to take control of the negotiation, or when strong disagreements or misunderstandings take place. In these situations we will need special techniques that will allow us to direct negotiations back towards interests, and value creation, and away from conflict and rigid positioning.

Workshop objectives: Implement proven techniques used to neutralize manipulative negotiation techniques used in the different regions of the world, and to effectively redirect negotiations towards interests even when dealing with difficult negotiators who insist on taking fixed positions, or those who display strong emotions and are resistant to negotiate based on interests.

Synopsis: Review the principle manipulative negotiation tactics used throughout the world: deceptive, pressure, aggressive, and relational tactics and implement effective techniques to neutralize these tactics. Implement proven strategies to deal with difficult counterparts and to successfully overcome conflictive situations: mental dissociation, joining our counterpart, and changing the focus.

5. *Advanced negotiation techniques*

There are situations in which negotiators will need to use advanced negotiation techniques to channel negotiations towards satisfying each sides interests particularly in cases of conflict, mistrust, strong emotions, misunderstandings or when parties take on inflexible positions.

Workshop objectives: Implement advanced negotiation techniques to resolve deep conflicts and to redirect negotiations towards satisfying interests and creating value.

Synopsis: Effective questioning, value creation toolbox, 13 recommendations for redirecting difficult negotiations, effective use of emotions, negotiations Jiu Jit-su.

6. *Overcoming the challenges that women face in international commerce*

The international business world is still largely male dominated. It is beneficial for women in business to receive the necessary training to deal effectively with their male counter parts in the differing countries around the world, and to adopt specialized techniques to build credibility and overcome obstacles stemming from their gender difference.

Workshop objectives: Implement gender specific techniques to help women succeed in a male dominated international business world by overcoming cultural obstacles such as stereotypes and male chauvinism. Other important aspects of international commerce that affect women differently such as security, traditional women roles and how to establish business relationships with male counter parts are also explored.

Synopsis: Explore the principle challenges that women face in the different regions of the world, identify the main obstacles that women face in international business, identify specialized techniques to overcome stereotypes, build credibility and deal with male chauvinism, become aware of techniques for improving security while in international business travel, and recommendations for establishing business relationships with male counter parts.

7. *Strategies for defending price and product value*

The world of international commerce is inherently competitive. This competition exerts increased downward pressure on product pricing, and in turn results in lower company profitability's and the viability of individual projects. In order to negotiate equitable pricing and to maintain healthy profit margins it is necessary for our sales teams to develop strategies and techniques to successfully defend the price and value of their company's products.

Workshop objectives: Identify and implement specific techniques to defend the price and value your products in the international market. Identify the principle causes of the downward pressure on prices and implement effective negotiation techniques to defend your pricing strategies, taking into account the type of buyers you are dealing with, as well as our competitors.

Synopsis: Review steps that lead to the deterioration of profit margins, improving your negotiating position, 10 winning negotiation strategies, identifying the 4 types of buyers and 8 types of suppliers, plan effective strategies to defend the price and value of our products in each selling scenario.

SAMPLE OF COMPANIES FROM PREVIOUS PARTICIPANTS:

