

RED BEAR
NEGOTIATION CO.



CROSS-CULTURAL NEGOTIATION™
Executive Overview

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THE BENEFITS OF CROSS-CULTURAL NEGOTIATION™

In today's global market, the ability to negotiate effectively with people from other cultures is critical to business success. Yet navigating the complexities of global partnerships with suppliers is complicated. If your team members are not able to effectively communicate and negotiate with peers and partners across the globe, gaining agreement can be fraught with misunderstanding.

As cross-cultural negotiations become a normal part of business, you must prepare your team for:

- Negotiating with suppliers from many countries;
- Getting agreement with internal partners across the globe; and
- Understanding the goals and motivations of partners from different cultures.

In Cross-Cultural Negotiation™, your people will learn more effective ways to:

- Craft better agreements with customers, suppliers, and co-workers;
- Build team alignment inside your organization, especially with those from cultures different from your own;
- Communicate more effectively in cross-cultural business negotiations.

ABOUT THE PROGRAM: OBJECTIVES AND METHODOLOGY

The Cross-Cultural Negotiation™ workshop gives your team of professionals new insights and practical tools to help improve results. Your team will learn the skills high performers use to improve multicultural negotiation results. Through a combination of engaging simulations, application discussions, personal feedback reporting, and team exercises, this one-day program provides:

- A personalized profile comparing your results with data from other countries in five validated areas in which cultural preferences create negotiation challenges and opportunities;
- A new awareness of how you typically respond in cross-cultural situations, and how you can use concepts from previous negotiation training to achieve better outcomes;
- Guidelines for approaching cross-cultural negotiations that help you conduct them with the most productive mindset possible;
- Practical strategies for applying fundamental negotiation concepts successfully in current cross-cultural negotiations;
- Insights on how to address language issues that typically arise during cross-cultural negotiations; and
- A planning approach and tool that helps you anticipate likely cross-cultural negotiation challenges, identify culture-based needs of other parties, and establish a more favorable environment for successful cross-cultural agreements.



WORKSHOP Agenda

MORNING

- Introduction:
 - Objectives and agenda
 - The CCN Process
- BaFa'BaFa' Simulation:
 - Our intuitive responses: how they get us in trouble
 - Understanding the "hidden rules" that motivate cross-cultural negotiation behavior
 - The importance of managing the negotiation context
- Dealing with language issues...in a virtual negotiation environment
- Application to your negotiation

LUNCH BREAK (45 min)

AFTERNOON

- Tool: Aperian GlobeSmart Profile (GSP)
 - Understanding cultural preferences...and their impact
- Using cultural insights to improve your negotiation strategy
 - Tool: The CCN Planner
- Exercise: "Culture Consultants"
 - Recognizing cultural "gaps"
 - Adjusting your strategy and its execution
- Discussion: How does this apply inside our company?
- Application to your negotiation

Completion of this course provides 16 hours toward recertification of the CPM (Certified Purchasing Manager) or APP (Accredited Purchasing Practitioner) designation offered by the Institute of Supply Management.

ABOUT RED BEAR Negotiation Company

RED BEAR Negotiation Company is a global performance improvement firm dedicated to maximizing the profitability of the agreements negotiated with suppliers, customers, partners, and colleagues. Our work helps your organization reduce costs, protect against post-sale margin erosion, manage risk, ensure supplier quality, increase internal alignment and support achievement of other critical corporate goals. Our proven approach helps our clients achieve desired business results, and significant improvements in human performance. Visit us at: www.redbearnegotiation.com.

