



The e-Institute of
International Trade

Cross-Cultural Negotiations in International Business

Culture is a dimension that intervenes at each stage of the negotiation. It plays a role in the way people conceive of the situation even before any discussion starts because it contributes to structuring the problem. It influences the strategic approach developed in terms of competition or cooperation.

“Getting to Yes”

Learning outcomes: This course equips businesspeople with skill sets and the strategic perspective for the ‘win-win’ cross-cultural international business negotiation.

- Assessing the sociocultural environment of a potential market.
- The influence of cultural ‘distance’ on the cross-cultural negotiation process.
- Closing the cultural ‘distance’ between negotiators.
- Gaining an in-depth understanding of the major phases in the cross-cultural negotiation process.

- Implementing cross-cultural negotiation strategies including the use of BATNA (Best Alternative to a Negotiated Agreement).
- Cross-cultural negotiations preparation.
- Practical case studies and exercises.

Course information: The course is delivered by Raymond Johnson and other expert trainers of The e-Institute of International Trade (TEOIT). Participants will be awarded a digital certificate on completion of the course. The course costs \$150 including VAT. Timings: 09:30 – 16:00.

The course is of key benefit to: Export sales and administration, import administration, logistics, distribution, insurance, legal, finance, credit, order & account, and international shipping managers and personnel.



*A scenario-based course with
practical case studies*

This course is held online as a training session