



The e-Institute of
International

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.

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.
- Understanding culture as a concept and identifying some of its important elements.
- 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

This course is of key benefit to:

Export sales, export sales administration, import administration, logistics, distribution, legal, finance, credit, order and account personnel and international shipping,

Course information:

The course costs \$250 including VAT
The course will be delivered by The e-Institute of International Trade (TEOIT) expert trainers.

Participants will be awarded a digital certificate on the completion of the course

Timings: 09:30 – 16:00

This online course is held as a virtual training session and can be delivered in-house or offered at a designated location combined with a following project implementation support.

*A scenario-based course with
practical case studies and exercises*

