

Course : Successful international negotiations

Practical course - 2d - 14h00 - Ref. RGI

Price : 1500 CHF E.T.



This training course will enable you to recognize the different negotiation styles by cultural zone and give you the keys to understanding and adapting to the negotiation context. You'll learn how to manage difficult negotiations in multicultural situations, and how to defend and develop your margins.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify different negotiation styles by cultural zone
- ✓ Acquire the keys to understanding and adapting to the negotiation context
- ✓ Handling difficult negotiations in multicultural situations
- ✓ Defending and developing margins

Intended audience

Business engineers, export managers, sales managers and anyone in charge of selling and negotiating international products or services.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Fun quizzes. Negotiation test, behavioral scenarios followed by individual analysis, experience sharing.

Course schedule

PARTICIPANTS

Business engineers, export managers, sales managers and anyone in charge of selling and negotiating international products or services.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Particularities of international negotiation

- Legal and regulatory aspects.
- Negotiation styles and their impact.
- Cultural differences.
- Find out about the negotiators' country(ies) of origin (history, culture, religion and politics).
- Business practices by zone and country.
- The new challenges facing the international negotiator.

Exercise

Self-diagnosis and fun intercultural quiz.

2 Defining the contours of a negotiation

- The impact of cultural differences on negotiators' behavior.
- The value of oral and written communication in different cultures.
- Organizing negotiation time.
- Different styles of intercultural negotiation: Asia, Africa, Europe, America.

Storyboarding workshops

Analysis of different management attitudes depending on the cultural background of the people we work with.

3 Planning a negotiation

- Know the geopolitical context.
- Target your information searches.
- Identify your contacts: from decision-makers to influencers.
- Analyze issues and power relationships.
- Negotiate alone or as part of a team.
- Define your negotiation strategy.
- Set precise objectives.
- Anticipate scenarios and room for maneuver.

Exercise

Preparing for different types of international trade negotiations.

4 Preparing and conducting negotiations

- Establish a work and negotiation framework adapted to the target audience (China, India, North Africa...).
- Gestural and verbal language.
- Influence power relations. Dealing with objections.
- Make the case for your product.
- Demonstrate the value of your offer.
- Assess the main reasons for blockages.
- Reach a fair solution.
- Conclude, finalize and monitor negotiations.

Role-playing

Conduct high-stakes international negotiations.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Negotiating in complex and difficult situations

- Identify blocking factors.
- Resist forcing.
- Solve problems, find compromises and monitor compliance with agreements.

Role-playing

Managing a conflictual international negotiation. Commented analysis of the pitfalls to avoid and the techniques to use.

Dates and locations

REMOTE CLASS

2026 : 6 July, 24 Sep., 26 Nov.