

# Negotiation best practices



## Cross-cultural

Consider:

- Language – direct and indirect communications
- Values
- Non-verbal
- Collective versus individual
- Timing
- Risk taking

## Win-win

Create a win-win situation - *Get the best possible deal in the best possible way.*

- Aim high to begin with – easier to lose ground than gain
- Give concessions ‘reluctantly’
- Dealing with stone-walls: *“what would need to happen for you to be willing to negotiate over this?”*

## Closing techniques

- Deal with the decision maker
- Meet a need; solve a problem
- Create a sense of urgency – time sensitive close
- Know your competition
- Summarize the conversation:
  - Ask for the business: “Shall we move this forward?”
  - Direct statement: Let’s move this forward.

## Planning questions

1. What country or countries do you need to learn more about?

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2. How will you learn about this country (internet search, courses, contacts, etc.)?

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