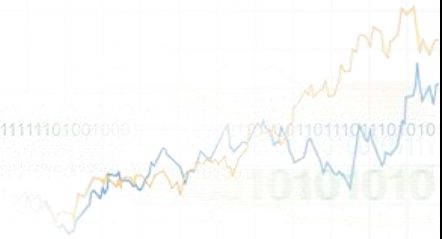


Theme 6

Negotiating with foreign partners



➔ Words from the lecture

words	words	words	words
consumer	demand	enterprise	expenditures
advancement	foreign	international	assets
peculiarity	surroundings	segmentation	satisfaction
cover	improvement	competition	cycle
bargain	internal	investigation	raw materials
abroad			
A	B	C	D



The negotiation process is characterized by the ten main areas:

- 1. The purpose of the negotiations: the contract or relationship.
- 2. Position the participants: win / loss. Businessmen are suitable for the process of making a deal with one of two positions:
- The results of the negotiations can be beneficial for both parties (win / win);
- As a result of negotiations one of the parties is required to win and the other lose (win / loss).
- 3. Personal style: formal or informal.
- 4. Communication: direct or indirect.
- 5. Attitude to time: gentle or wasteful.
- 6. Emotionally high or low.
- 7. Form of Agreement: general or specific.
- 8. Construction of the contract: a bottom-up or top-down.
- 9. The delegation: unity of command or group consensus.
- 10. The degree of acceptance of risk: high or low.

Effective negotiators



characterized by the following features:

- 1) the ability to provide training and planning;
- 2) knowledge of the substantive issues that are the subject of negotiations;
- 3) the ability to think clearly and quickly under the pressure exerted and uncertainty;
- 4) the ability to verbally express their thoughts;
- 5) the ability to listen;
- 6) the ability to form judgments and estimates, as well as general education;
- 7) honesty;
- 8) the ability to persuade and convince other people;
- 10) determination.



On the interaction between the parties, the negotiators during the negotiation process is influenced by cultural predispositions and tendencies. These include:

1

position with respect to time - it can manifest itself in preference «monohronicheskoy» or "polihronicheskoy" position

2

the propensity to take risks - at what level of risk the person feels comfortable: low or high

3

the principles of trust - in different cultures foundations of trust can be laid in accordance with any external support and approval, the reputation of others, intuition or collective experience



To some extent, the process of interaction influenced by cultural traditions. Cultural aspects include:

1 related to the Protocol - some cultural traditions require a formal approach to the protocol, while others are more informal

2 the complexity of communication - communication difficulty level may vary from low to high

3 beliefs - those negotiators, belonging to different cultures may rely to a greater or lesser extent on the arguments based on direct experience, logic, tradition, dogma, emotions, intuition



2. NATIONAL FEATURES NEGOTIATING

USA

- Appeal: "Mr.," "Mrs.," "Miss."

- Punctuality: very punctual. Time for Americans - money.

- Clothing: business meetings prefer business style of dress, although can tolerate and liberties. Take your partner in any suit.

- Negotiation tactics:

- " Americans prefer not to waste time and immediately get down to business.

- " If you see the benefits can at the first meeting to sign the contract.

- " Please try to agree on the main, then agree on the details.

- " During the negotiations are very impatient, but not to go to emotional outbursts.

- " If you agree on the course of work, trying to determine the time performed fulfillment of each stage.

- " During the talks held at a distance of 70-75 cm from the partner.

- " Do not like to talk across the table.

- " The Americans immediately begin to behave informally.

- " In the US dollar - the almighty power which outweighs most arguments.

- Gifts: Americans love gifts, but not very expensive. From souvenirs not refuse.

- Invitations: love inviting restaurants, sports spectacle in outings.



2. NATIONAL FEATURES

NEGOTIATING

Canada

- In Canada there are two official languages: English and French, but this country is a "multicultural" society, which is characterized by a diversity of cultures and was created almost entirely immigrants. In Canada, there are four main cultural groups:

- - Anglo-Saxon (English, Scottish, Irish, Welsh);

- - French (Quebeckers, Acadians, and others.);

- - Aboriginal people (Indians, whose status Aboriginal established by law, and the Indians, whose status Aboriginal law is not set);

- - The person who originally lived in other countries, and then moved to Canada (for example, came from Germany, Ukraine, Italy, Greece, Poland, China, India, Pakistan, Jamaica and other countries).

- Canadians tend to be conservative. Canada - a country of caution, restraint and self-control. While US citizens have as their to "life, liberty and the pursuit of happiness" for Canadians values are "peace, order and good government" under the rule of the British crown, the Dominion of Canada which is for many years.

- Compared with the United States in Canadian society is more developed awareness of belonging to any class elite. Canadians are more law-abiding, static, focused on the team and fight to represent a society which, in turn, is focused on the interests of all groups forming it. Canadians tend to show "restraint and pragmatism, caution in the manifestation of their feelings in public," despite the fact that their views are characterized by democratic liberalism.

- Canada characterized by a certain degree of concentration of corporate ownership and management: at least one quarter of the shares 93% of the largest companies in the country is in the hands of a family or a conglomerate. Five major Canadian chartered (preferred) banks almost completely dominated by the banking sector in Canada. Proportionately in Canada are five times more billionaires than the US.



2. NATIONAL FEATURES NEGOTIATING

Great Britain

Appeal: "Mr.," "Mrs.," "Miss." At meetings and conferences, please contact: "Ladies and gentlemen." Can not be confused with the word "United Kingdom" and "England".

Punctuality: very punctual, but are sensitive to no significant delay of its partners.

Clothing: men prefer business style, women - free, but within ethical standards.

Negotiation tactics:

- " Businessmen appreciate the time.

- " Dear partners, empowered.

- " Prefer thoroughness in all.

- " Try not to delay decision-making, but no reason not to hurry.

- " Signing a contract prefer to exercise at full clarity situation and its consequences.

- " When dealing with complex issues of trying to agree on the principal, the principal positions.

- " The British consider themselves honest, thoughtful, caring and courteous people.

- " Humor is one of the most effective tools in the arsenal of the British manager.

- " British businessman try to show in the negotiations that they are guided by prudence, compromise and common sense.

- " Do not hurry love.

- " If possible, always agree, but weaken its consent.

- " Always take a defensive position, which is hidden as long as possible.

- " For representatives of British companies reputation, scale the company and its capital - good arguments, a bargaining chip.

- "



2. NATIONAL FEATURES NEGOTIATING

France

- Handling: "Monsieur," "Madame", "Mademoiselle."

- Punctuality: the French try to be punctual, but not very angry when the companion, apologizing, appears with a delay of 15-20 minutes.

- Clothing: men prefer business suits, but often appear in a light jacket, but not necessarily in an elegant shirt.

- For women -Evening dress. Girls clothing admit liberties.

- Negotiation tactics:

- " The French people living in the world, the center of which is France.

- They are obsessed with their history and tend to believe that their country sets standards of democracy, justice and state legislative systems, military strategy and philosophy, science, agriculture, viticulture, gourmet cuisine, and "learning to live."

- " In their arguments, logic prevails, and they will quickly "attached" to any illogical saying the opposite side.

- " disclose their intentions later in the negotiation process.

- " The French are suspicious of the early establishment of friendly relations in the discussion and do not like treatment by name, take off your jacket, discuss personal or family details.

- " proud of their quick thinking, but do not like to be rushed into making decisions. Convinced of their intellectual superiority over any other nationality.

- " The French like when a contact shows your professionalism.

- " Do not approve of the use of foreign words.

- " The Frenchman special authority earns one who freely uses the French language.

- " The French will delay the discussion, t. To. Refer to it as the intellectual process.



2. NATIONAL FEATURES

NEGOTIATING

Germany

Handling: "Herr", "Frau", "froylyand."

Punctuality: German punctuality has long since become a byword.

At a delay of more than five minutes must be notified by phone, pointing to a significant reason for the delay. The traditional explanation in such cases, which is all well understand - "plug" on the roads.

Clothing: summer men can do without a jacket, but must be a white shirt and a nice tie.

Negotiation tactics:

- " German companies - a traditional, slow-moving organization, burdened by management, systems and hierarchical level.

- " The Germans had a great respect for property ownership.

- " discipline.

- " monitor compliance with the hierarchy and seating for the next performance.

- " Lead logical arguments to prove his innocence.

- " To prove its reliability you need to tell partner about its serious, reliable operation, confirm it with all necessary documents in advance of expansions in a separate folder.

- " intervene in the comments of his colleagues, and generally demonstrate good teamwork.

- " Do not like to be rushed.

- " The Germans tend to perform what agreed verbally.

- " will aggressively look for flaws in your products or services and openly criticize you for what you did not fulfill its obligations.

- " Like to be fair.

- " refer to them only by name and show respect for their titles.



2. NATIONAL FEATURES

NEGOTIATING

Japan

- Handling: in conversation Japanese tend to call the title interlocutor, whether or chief guest. Our businessmen handling is better to call a friend's name and add a particle "san". It is a form of politeness.

- For example, "Sato-san."

- Clothing: in the business world of Japan extended business clothes - a strict costume.

- Negotiation tactics:

- " This process in Japan is decorated with numerous conventions, to understand that the move is impossible.

- " Handshakes in Japan is not accepted, but foreigners are not forbidden.

- " shaking hands with a woman unthinkable.

- " Features of the Japanese national character: hard-working, highly developed aesthetic sense, adherence to tradition, discipline, commitment authority, sense of duty, commitment to concerted action in the group.

- Great value for the Japanese is their loyalty to the company, the state, the nation, dedication and patriotism in defending interests.

- " Establish contacts with Japanese companies through correspondence and telephone communication is usually ineffective.

- " The entire practice of business communication is based on limiting the obligation, precision in the negotiations in the beginning and the end, the implementation of promises, commitments.

- " In the negotiations the Japanese tend to make short comments, likes long tirades.

- " The Japanese do not like myself to start a conversation.

- " Prized friendly tone.

- ..



2. NATIONAL FEATURES NEGOTIATING

The very question and the answer is quite vague Japanese usually do not say "No" (for this they have up to two dozen revolutions).

“ If a Japanese businessman wants to say "no", he usually says "it difficult. " They always avoid giving a direct "no."

“ During the negotiations with the Japanese can not do without a pause and silence. Do not attempt to fill the silence itself, for them it is a normal situation.

“ For the Japanese, silence - gold.

“ At the talks the Japanese often nods and repeats the "high" that means "yes." This does not mean that he agreed with what they say. This is a sign of attention, a signal that he listens to you.

“ Japanese strive to establish long-term cooperation.

Interview: Japanese did not disclose the soul before the first counter. Here is the hierarchy of topics of conversations: politics, religion, everyday problems, work, financial worries, personal factors.

Gifts: Gifts - common in Japan, but too expensive gift could put the Japanese in a quandary, for the same reason, no, do not unpack when you received a gift in the presence of the giver.

Invitation: an invitation to the restaurant is perceived with understanding.

The Japanese like their guests tend to see the sights of the country.



2. NATIONAL FEATURES NEGOTIATING

- **Arab countries**

- Handling the Arab world is so large and diverse that uniform standards are very difficult to give. However, the treatment is "lord" is perfectly acceptable everywhere.

- Punctuality: punctuality in the Arab world - a relative term. Being late for a business meeting is not condemned.

- Clothing: business meetings businessmen tend to wear European costumes. Officials and elite prefer to know the national attire.

- Women try to be closed.

- Negotiation tactics:

- " In most Islamic countries, religion has a strong influence on social behavior, politics and even doing business.

- " The basic social unit for the Arabs recognized the family.

- " In the West, a person's status is determined by its achievements in the Arab world - class origin

- " The Arabs believe in leaders, led by God.

- " seeks to adapt to the modern forms of behavior without breaking the traditions that they value.

- " Before a business conversation Arabs tend to make a few traditional greetings and phrases, as well as listen to the answers.

- " In the West people to push their business programs use official channels. Arabs for this resort to personal connections.

- "



2. NATIONAL FEATURES NEGOTIATING

The negotiations have resorted to personal arguments, appeals and persuasion.

“ Speak nice and easy with those who they like, so you should try to please them. Attach great importance to "eye contact."

“ Arabs tend to "bathe" the interlocutor in his breath, hence the social distance - 35-40 cm.

Gifts: gifts take, try to pay the same.

Questioner: prefer to talk about the business, as well as the attractions of their countries. Do not bypass and religious themes. Arabs quite tolerant of different beliefs.



2. NATIONAL FEATURES NEGOTIATING

China

Negotiation tactics:

- " China sees itself as the center of the universe and keeper of ancient traditions.
- " The Chinese are seated in accordance with the service hierarchy.
- " Meetings are a symbol of decision-making, but the real decisions are made in an informal setting.
- " Negotiate slowly and monotonously.
- " All times behave politely, trying to avoid confrontation and "losing his face."
- " rarely say "no."
- " The negotiations have dominated team spirit, and no one says "I", but only "we."
- " Chinese negotiate step by step, slowly.
- " The main priority is given to mutual trust in long-term relationships.
- " combine flexibility with rigidity and hope that you too have these qualities.
- " The Chinese are very reliable partners as soon decide for yourself questions: who, what, when and how to best.



Thank You!

