

# Western Negotiation Style (for Asians)

Negotiating means achieving a balance of interests between two parties by identifying the overlap in their requests. In many cases a good personal relationship is mandatory for success. But many Westerners do not act accordingly.

## Clash of cultures? Or global negotiation practice?

Asian negotiators dealing with Western customers require certain skills and knowledge about European and American culture, beyond mastering of e. g. the English language. This is an important precondition to an agreement beneficial for both parties, since Westerners often do not behave as Asians expect them to do. The necessary craft to become a good intercultural negotiator can be learned, though.

## Training by a senior expert

In many years as a negotiator and purchasing manager in the semiconductor industry I have gained comprehensive experience in cross-cultural negotiations. In my seminars Asian negotiators learn how their Western counterparts are trained, how they typically behave, and what strategies they follow. This helps a lot in getting to sustained agreement without either party losing face.

## Modular set of topics

Negotiations between customers and suppliers, buyers and sellers are an extremely diverse field especially when different cultures meet. In this seminar you learn about how Westerners proceed: phases of a negotiation, strategy and tactics, negotiation power and so on. You will also be made familiar with these topics:

- How does a customer think of the supplier? And vice versa?
- Tips & tricks, dos and don'ts for both parties.
- Appearance, behavior and body language: Key to success.
- Complex project negotiations and legal aspects in the West.
- Trust, relationship, dinner, compliance rules and more.



**Dr. Guido Wenski**  
Negotiation trainer  
and consultant

# Western Negotiation Style (for Asians)

## Main focus of the seminar:

Successful negotiation results between Asians and Europeans/Americans/Australians ... ; how Westerners are trained to negotiate; how to overcome cross-cultural difficulties.

## Accomplishment:

I offer company seminars to be carried out in your facilities or in external locations of your choice.

The learning objectives are trained with many active elements and are supported by comprehensive training material. A seminar usually covers two to three training days, and the topics can be combined to your needs. If you wish for other formats and contents – no problem! Training language is English.

## Number of participants:

The optimal seminar group consists of 4 to 12 participants, however, smaller or larger attendance is also feasible. Face-to-face coaching can be ordered as well.

## From the content:

### NEGOTIATION BASICS

*sources of negotiation power  
strategy and tactics  
objectives, NEEDs and WANTs*

*goal-setting in negotiations  
toolbox of negotiation rules  
ZOPA, BATNA and more acronyms ...*

### ADVANCED NEGOTIATION TOPICS

*different negotiation styles  
distributive + integrative negotiations  
psychology and game theory*

*dirty negotiation tricks  
WIN/WIN: making the pie bigger  
legal aspects to be aware of*

### CROSS-CULTURAL ASPECTS IN NEGOTIATIONS

*iceberg model of cultures (see above) Confucian principals and Western rules  
Graham study and Lewis triangle body language in negotiations  
3-P Rule (Politeness, Patience, Personal Relationship) and many more topics*

**Do you want more information, or do you want to book a training or coaching?  
Please write or call:**

