

# Sales and Cross-Cultural Negotiations

## I. COURSE DESCRIPTION

Cross-Cultural Negotiations and Sales are a dynamic, interactive process. Individual and corporate objectives, goals, interests, needs, desires, requirements, and even non-agreement options comprise potential solutions, which are constantly evolving as you negotiate. To understand the complexity of cross-cultural relationships and interactions is, therefore, the main focus of this course.

Whether you are working with clients, partners or any other stakeholders, selling and negotiating are key skills in influencing and reaching an agreement with other people. Central to effective selling and negotiation is the ability to identify and communicate value to other parties. Through this highly experiential learning experience, participants will better understand, appreciate and develop the critical competencies required to be successful in selling and negotiating.

Sales and Cross-Cultural Negotiations prepares students to develop a winning global negotiation strategy by imparting powerful tools to help minimize misunderstandings, maximize leverage, and effectively manage and execute your firm's negotiation plan. Students will learn how the attributes of a "global mindset" affect global negotiation and conflict management by identifying different frameworks of conflict styles.

Students will examine how global diversity and inclusion will impact your company, and learn how to leverage individual contributions to foster creative problem-solving. Additionally, students will learn to distinguish different types of negotiation approaches through stages and phases. Further, to understand the importance of preparation and trust in a multicultural context and to identify social dimensions and problem-solving skills to achieve a win-win settlement.

## II. COURSE LEARNING OUTCOMES (CLOs)

1. Critically analyse and justify the unique challenges for global business negotiators, and the differences between domestic and global strategies.
2. Distinguish different types of negotiation behavior and approaches through stages and phases, and justify the importance of preparation and trust in a multicultural context when dealing with all stakeholders.
3. Critically analyse cultural, situational, and social factors of face to face and virtual negotiations by reflecting on the imbalances between home and host country cultures
4. Evaluate and explain how negotiation fits into the sales/purchase process and how to handle the price objection effectively, to either remove the need to negotiate, or to create a more advantageous foundation from which to negotiate.
5. Formulate and justify sales and negotiation strategies based on how to interpret and gain confidence and competency through dialogue, problem-solving, and empathy.

## III. ASSIGNMENTS

No.	Assessment	Linked CLOs	Weighting
1	Critical Analysis	1,2,3,4	30%
2	Trade Negotiation Strategies (Group)	1,2,3,4,5	40%
3	Problem-solving implementation plan	1,5	30%