



TAITRA
International Trade Institute
Negotiation Skills

Student's Copy

Frequency and Duration: 10 x two-hour classes

Course Aim:

The objectives of this course are to teach students the linguistic, cultural, and strategic aspects of negotiating in international business as well as everyday situations.

Course Description:

By the end of this course, students should be able to demonstrate competence in the following:

1. Setting realistic goals
2. Making concessions
3. Setting a bottom line
4. Evaluating and assessing the balance of power
5. Working to reach a mutually satisfying agreement
6. Determining a strategy
7. Taking into consideration cultural issues such as:
 - The cultural dimension of how negotiators view the negotiation process
 - The specific values and implicit assumptions that may differ from others
 - The fact that ethical behavior is often defined differently
 - Cultural differences in styles of logic, reasoning, and persuasion

Course Materials:

The course material used in class is from material developed in-house and supplementary material will be provided by the instructor when needed. Students will need to download *WebEx* on their computers to attend the online sessions with their instructor.

Course Details:

Schedule

Week	Main Topic	Additional Topics
1	Preparing to Negotiate <ul style="list-style-type: none">● Basic negotiation vocabulary● Cultural differences● Negotiation roles● Negotiation teams	Meeting Language: Importance and Certainty
2	Relationship Building <ul style="list-style-type: none">● Being liked or disliked● Personality traits● Knowing yourself● Building rapport Establishing a Procedure <ul style="list-style-type: none">● Setting objectives● Building an agenda● Following an agenda	
4	Questioning Techniques <ul style="list-style-type: none">● Closed vs. Open questions● Avoiding negative responses● Probing questions● Using "Would..."● Clarifying issues● Disagreeing by asking questions● Indicating disagreement● Tone of voice● Repeating to show disapproval● Dramatic pause● Signaling (Can continue next week)	Meeting Language: Clarifying

5	Exploring Interests <ul style="list-style-type: none"> ● Knowing yourself and your company ● Steps to get information ● Being persuasive 	Practice Negotiation 1
7	The Bargaining Zone <ul style="list-style-type: none"> ● Win-win situation ● Sales negotiation ● Attaching conditions to offers ● Making concessions ● Haggling language ● BATNA 	Meeting Language: Compromising
8	Powers of Persuasion <ul style="list-style-type: none"> ● Approaches to persuasion ● Language emphasis ● Using negative questions ● Principles of persuasion ● Classic negotiation tactics 	Meeting Language: Persuading
10	Closing the Deal <ul style="list-style-type: none"> ● Summarizing ● Emphasizing benefits ● Ending the negotiation 	Practice Negotiation 2